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SENIOR SALES PROFESSIONAL SUMMARY

- 15+ years of sales and 8+ years of people management experience at Microsoft and Spotify.
- Founded Spotify's Americas' Deal Desk, launched Spotify in Turkey, and co-founded a global startup.
- Driven sales strategist with a proven track record in driving revenue growth, building successful sales organizations, and crafting compelling sales narratives in EMEA & the Americas.
- Expertise in account management, sales strategy, and leadership with a strong focus on business value and customer success.

EXPERIENCE

Partner UP (Seattle)

Founder / Managing Director

02/2019 - Present

- Built full-cycle GTM systems (outbound, inbound, ABM, CRM) from scratch for early-stage startups across industries, including adtech, gaming, pharma tech, martech, and sales tech.
- Certified Clay power user, HeyReach expert, and official partner of HubSpot for Startups and Instantly, leveraging advanced tools to drive repeatable pipeline and revenue growth.
- Served as a Fractional CRO, partnering with founders to define GTM strategy, build sales teams, and implement scalable revenue operations from pre-seed through Series A.

Exceptionly (Seattle)

03/2021 – 11/2022

Chief Revenue Officer

- Founded and led B2B field sales and sales operations for the talent acquisition SaaS platform in over 50 countries.
- Designed and implemented a complex sales cycle exceeding 7-figure sales targets.
- Drove sales strategies around demand generation, pipeline management, and account planning.

Spotify USA

Sales Strategy & Partnerships Director, Americas (Seattle)

01/2018 – 01/2020

- Built and managed an optimized strategic deal framework with global and local digital sales teams.
- Led the project of building a deal desk for the Americas, collaborating with Account Management and Customer Success teams to increase product adoption and decrease churn.
- Collaborated with the Salesforce team to drive DocuSign integration.
- Negotiated new annual deals and renewals valued at over \$6 million and increased YoY deal size by 150%.

Spotify Turkey**Country Director (Istanbul)****09/2013 – 01/2018**

- Built and managed a high-performing team of 8 Account Executives covering 15 media agencies and the top 100 advertisers in a fast-paced startup environment (pre-IPO).
- Achieved 200% year-over-year revenue growth over 5 years.
- Executed strategic planning processes for quota setting, headcount, compensation, and pipeline-building.
- Drove the monthly active user (MAU) count from 0 to 8+ million, engaging with marketing teams and implementing go-to-market strategies.
- Initiated sales enablement programs as a Sales Excellence champion.
- Represented Spotify at 30+ public speaking opportunities.

Microsoft (Istanbul)**12/2010 – 09/2013****Senior Account Executive, EMEA**

- Exceeded revenue targets annually and quarterly by 150%.
- Maintained a 70% year-over-year client retention rate.
- Built networks to increase pipeline coverage from 50 key accounts.
- Coordinated cross-functional teams to increase revenue by 120% from untapped creative formats.

COMMUNITY LEADERSHIP**Board of Advisors / Ludopsy****04/2025 - Present****Board of Advisors / Evercopy****03/2025 - Present****Board of Advisors / 9-16****09/2022 - Present****Volunteer / Treehouse for kids****09/2023 - Present****EDUCATION & CERTIFICATIONS****Bachelor's Degree, International Business - Bogazici University****Program Management Certification - University of Washington****CRM Enrichment Certification - Clay****MEDDPICC Masterclass - MEDDIC****DSP / DSP Advanced/ Video Ads Certificates - Amazon****Executive Program- The Trade Desk Edge Academy****Foundations of Project Management - Google**