



Mete Ali BAŞKAYA

Linkedin Top Blockchain Voice, Blockchain Innovation, Web3, NFT, Metaverse, Key Note Speaker, Writer and Learner

SUMMARY

A seasoned Sales and Business Development Manager, I bring a wealth of experience from the Pharma, Medical, and FMCG industries. My expertise lies in International Sales, Marketing, and Business Development, with a particular focus on Customer Relationship Management (CRM). In the dynamic world of cryptocurrency, I have successfully completed 4 Airdrops and 4 Initial Coin Offerings (ICOs), along with 13 phases of Private and Public sales, consistently achieving 100% of targets. With 9 years of personal experience as a cryptocurrency investor and professional, I have developed a deep understanding of market dynamics and investor psychology. This knowledge has been instrumental in my consulting and writing roles in the digital environment.

My global interactions with investors and traders from various countries have enriched my ability to analyze investor behavior and market trends. These insights have been invaluable in shaping investment strategies and driving business growth.

I am always open to connecting with professionals in the industry and exploring opportunities where I can leverage my skills and experience to drive business growth and innovation.

WORK EXPERIENCE

BLOCKCHAIN EXPO WORLD

EXECUTIVE DIRECTOR

NOVEMBER 2023 - PRESENT

- **Strategic Leadership:** Steering the direction of Blockchain Expo World, aligning it with the cutting-edge trends and demands of the blockchain and crypto industry. My focus is on fostering an environment of innovation and thought leadership.
- **Industry Advocacy:** Representing Blockchain Expo World at global forums, engaging with industry leaders, and advocating for the transformative potential of blockchain technology.
- **Educational Outreach:** Leveraging my background in education and consultancy to develop comprehensive educational programs and resources, aimed at demystifying blockchain technology for a diverse audience.
- **Collaborative Partnerships:** Building and nurturing strategic partnerships with key industry players, fostering collaborative efforts that propel the blockchain ecosystem forward.
- **Event Management and Planning:** Overseeing the planning and execution of high-impact events and expos that bring together thought leaders, innovators, and enthusiasts from across the blockchain world.
- **Content Development:** Contributing to and overseeing the creation of insightful content that reflects the latest trends and developments in the blockchain and crypto space.
- **My Vision**
- In this role, my vision is to bridge the gap between the complex world of blockchain and the wider audience. By harnessing the power of education and strategic collaboration,
- I aim to elevate Blockchain Expo World as a pivotal platform for knowledge exchange, innovation, and growth in the blockchain industry.

NERF IT! / GAMENESS

HEAD OF CRYPTO & BLOCKCHAIN BUSINESS / EDUCATION

JANUARY 2023 - PRESENT

- Directing the strategic vision of the Crypto Business division, aligning blockchain technology initiatives with the company's overall business objectives.
- Built and maintained relationships with key stakeholders in the blockchain, cryptocurrency, and gaming industries to foster strategic partnerships and collaborations.
- Drove the development and implementation of innovative blockchain and cryptocurrency solutions to enhance the esports gaming experience.
- Led a diverse team of blockchain professionals, fostering a culture of innovation, collaboration, and continuous learning.
- Kept abreast of the latest trends and developments in the cryptocurrency and gaming industries, leveraging insights to inform strategic decision-making.
- Identified and mitigated potential risks associated with the integration of blockchain technology in the esports industry.
- Ensured all cryptocurrency-related activities complied with relevant local and international regulations and standards.
- Oversaw the financial performance of the Crypto Business division, ensuring profitability and sustainable growth.
- Regularly communicated with internal and external stakeholders about the progress and impact of our blockchain and cryptocurrency initiatives.
- Stayed updated with the latest advancements in blockchain technology, cryptocurrency markets, and gaming industry trends to drive continuous innovation at Nerf IT!

TOP SKILLS

Sales Operations
Market Analysis
Market Planning
Digital Marketing
Communication
Computer skills
CRM
Interpersonal skills
Leadership
Management skills
Problem-solving
International Business Development
Forecasting
Story Telling
Writing

LANGUAGE SKILLS

Turkish - Native
English - Fluent
German - Beginner
Italian - Elementary

COMPUTER SKILLS

Microsoft Operating Systems
Ms Office
MacOS
Adobe Programs

INTERESTS

Crypto currency expert
Sailing
Creative videos post production
Learning Language
Traveling
Photography
Astrology

MILITARY OBLIGATION

Completed - 2004

EDUCATIONAL INFO

Azteca University - PhD
2012 -
International & Strategic Marketing
Maltepe University
2010-2012
MBA
Sakarya University - Bachelor's Degree
1999-2003
Mechanical Teaching (Automotive
Major)

CONTACT INFORMATION

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EASY EXCHANGE PRO

TURKEY COUNTRY MANAGER & HEAD OF REGIONAL OPERATIONS (GULF, SOUTH AFRICA, BALKANS)

JANUARY 2022 - JANUARY 2023

- Spearheaded the establishment and growth of Easy Exchange Pro's operations in Turkey, the Gulf region, South Africa, and the Balkans, significantly expanding the company's global footprint.
- Developed and implemented strategic plans to drive business growth, resulting in increased user acquisition and improved market share in targeted regions.
- Managed cross-functional teams to ensure seamless operations, fostering a culture of excellence and continuous improvement.
- Navigated complex regulatory environments, liaising with local authorities to ensure full compliance with cryptocurrency regulations.
- Cultivated relationships with key stakeholders, including investors, customers, and partners, to promote the company's brand and strengthen its position in the market.
- Oversaw financial performance, budgeting, and forecasting for the regions under my purview, ensuring profitability and financial sustainability.
- Implemented risk management strategies to safeguard the company's assets and customer investments.
- Stayed abreast of industry trends and developments, leveraging insights to inform business decisions and maintain the competitive edge.

DXN HOLDINGS

MARKETING & ADMINISTRATION MANAGER

SEPTEMBER 2017 - JANUARY 2022

- Developed and implemented strategic marketing plans to achieve corporate objectives for products and services.
- Managed and coordinated all marketing, advertising, and promotional activities.
- Conducted market research to determine market requirements for existing and future products.
- Analyzed customer research, current market conditions, and competitor information to develop unique selling propositions and differentiators.
- Managed the productivity of the marketing plans and projects, and provided timely feedback to senior management about marketing performance.
- Monitored, reviewed, and reported on all marketing activities and results.
- Managed the marketing budget and ensured all marketing activities were cost-effective.
- Worked with the sales department to develop pricing strategies to maximize profits and market share while balancing customer satisfaction.
- Identified new customers and supported sales and lead generation efforts.
- Created marketing presentations and oversaw marketing communication efforts.
- Coordinated with the product development department to implement marketing strategies and new product launches.
- Oversaw the Customer Relationship Management (CRM) system to enhance customer engagement and loyalty.
- Managed the customer care team to ensure high levels of customer satisfaction and service.
- Handled administrative processes for the Turkey Branch, ensuring smooth operations and compliance with company policies.
- Maintained professional internal and external relationships that met company core values.

DALLI GROUP

BUSINESS CONSULTANT

MARCH 2016 - SEPTEMBER 2017

- In my role as a Business Consultant at Dalli Group, a family-owned company with a strong focus on European private label and brand business, I was responsible for driving strategic initiatives and improving business operations.

CNR EXPO

MARKETING MANAGER (CONTRACT BASED)

OCTOBER 2015 - MARCH 2016

- Business Activities: Developed and implemented comprehensive marketing strategies to create awareness of the company's business activities.
- Supervised the department and provided guidance and feedback to other marketing professionals.
- Produced ideas for promotional events or activities and organized them efficiently.
- Planned and executed campaigns for a corporate promotion and launching of new product lines and handled the company's marketing budget.
- Monitored progress and submit performance reports.
- We have researched the market to keep abreast of trends and competitors' marketing movements.
- Controlled all marketing collateral and distributed it in line with brand marketing guidelines.
- We liaised with stakeholders and vendors to promote the success of activities and enhance the company's presence.
- Oversaw social media presence and direct programs to improve social media reputation and recognition.
- Undertook continuous analysis of the competitive environment and consumer trends.

MEDICRAFT MEDICAL SYSTEMS INTERNATIONAL SALES AND MARKETING MANAGER DECEMBER 2013 - OCTOBER 2015 (RESPIRATORY THERAPY DEVICES)

- Strategic sales management: Developed and implemented an international distribution strategy for Medcraft Medical's respiratory therapy devices, in line with Medcraft Medical's overall business goals.
- Marketing management: Oversee the creation and execution of marketing campaigns to increase brand awareness and product awareness in international markets.
- Customer relationship management: Build and maintain relationships with key stakeholders such as healthcare providers and healthcare organizations to drive revenue growth.
- Market analysis: Conduct market research to identify expansion opportunities and understand customer needs in different geographies.
- Product Promotion: Promote Medcraft medical respiratory therapy equipment at international trade shows, medical conferences, and other relevant events.
- Sales forecast: Leverage sales data to predict future sales trends and assist in strategic planning.
- Team leader: Lead a team of sales and marketing professionals to foster a culture of collaboration and continuous learning.
- Corporate compliance: Ensure that all sales and marketing activities comply with international health regulations and standards.
- Performance report: Regularly report sales and marketing performance to senior management and provide insights and recommendations for improvement.
- Industry trends: Stay on top of the latest trends and developments in the medical device industry and leverage insights to make strategic decisions.
- Strategic sales management: Developed and implemented an international distribution strategy for Medcraft Medical's respiratory therapy devices, in line with Medcraft Medical's overall business goals.
- Marketing management: Oversee the creation and execution of marketing campaigns to increase brand awareness and product awareness in international markets.

SANOVEL PHARMACEUTICAL SENIOR PRODUCT EXECUTIVE JUNE 2005 - DECEMBER 2013 (CENTRAL NERVOUS SYSTEM)

- Product Promotion: I effectively communicated the benefits and features of Sanovel's pharmaceutical products to doctors, pharmacists, and other healthcare professionals.
- Relationship Building: I built and maintained strong relationships with healthcare professionals, ensuring they were well-informed about our products and their therapeutic benefits.
- Sales Targets: I consistently met and exceeded sales targets through effective territory management and customer engagement.
- Market Analysis: I regularly analyzed market trends and competitor activities to inform sales strategies.
- Training: I participated in training sessions to enhance my product knowledge and sales techniques.
- Senior Product Marketing Executive at Sanovel Pharmaceuticals
- As a Senior Product Marketing Executive, I played a key role in driving the marketing strategies for our pharmaceutical products. My key responsibilities included:
- Marketing Strategy: I developed and implemented comprehensive marketing strategies to increase product awareness and drive sales.
- Product Launches: I managed the successful launch of new products, coordinating across multiple teams to ensure effective market penetration.
- Market Research: I conducted market research to inform our marketing strategies, understand competitor activities, and identify opportunities for growth.
- Performance Analysis: I regularly analyzed and reported on the performance of our marketing campaigns, using these insights to optimize our strategies and improve ROI.
- Collaboration: I worked closely with the sales team to align our marketing efforts with sales objectives, ensuring a cohesive approach to market engagement.

FREELANCE PROJECTS

PEUGEOT (TOTAL QUALITY PROJECT) TRAINING AND DEVELOPMENT CONSULTANT (FREELANCE) MAY 2015 - SEPTEMBER 2017

- One of the key players in the vehicle industry is Peugeot. According to Peugeot's direct reports from French Headquarter's TQS, they are accountable for:
 - Skills training for personal development
 - Training in Corporate Identity
 - Coaching for executives and managers at all levels

Following the merger and acquisition of Opel and Citroen, the Training Center was closed

MAE AGENCY DIGITAL MARKETING EXPERT (FREELANCE) MAY 2015 - PRESENT

- Develop a brand by working on marketing campaigns - Research trends in advertising
- Analyze the products and pricing of competitors
- Decide where to place ads
- Determine what content will be most effective in reaching customers
- Develop content creation projects
- Publication and marketing of online content
- Execute a marketing campaign to generate leads

BLATFORM SAAS AFFILIATE MARKETING MANAGER / COMMUNITY MANAGER (FREELANCE) MAY 2021 - FEBRUARY 2022

Blatform is a business-as-a-service (BaaS) cryptocurrency exchange platform that helps finance companies and entrepreneurs start a blockchain-powered business. Blatform facilitates all transactions within the Blockchain Ecosystem

Blatform Token is Blatform's native cryptocurrency.

- Develop and execute a global affiliate strategy
- Increase revenue per affiliate partner by optimizing the program
- To grow total revenue, new affiliates are needed
- Partner with a client-commitment to deliver a high-quality customer experience
- Work with marketing and design teams to create new products
- Manage relationships with affiliates
- Manage the affiliate budget, including communications and budget expenditures
- Vendors and affiliates must provide accurate and timely information
- Be a proactive leader and decision-maker by involving stakeholders early and getting cross-functional work done
- Step up and lead challenging, ambiguous tasks as an owner

