ZAFER BABÜR
Mobile:+(90) 532 312 6931 zaferbabur@yahoo.com

SUMMARY:

Accomplished executive with experience in strategic consulting, business and product development, competitive intelligence, innovative solutions and business launches with demonstrated expertise in **banking, finance, telecommunications, media, energy, education and health.**

Proven track record in management, revenue generation, cost savings, process reengineering, marketing & sales as well as developing strong teams in diverse markets/industries.

A strong analytical background, with an ability to synthesize large amount of information and data from several sources to identify root causes and develop recommendations, **product/project/general management background, finance, sales & marketing expertise, business laws & regulations** literate along with **strong presentation**, **written/verbal communication** and **inter-personal skills**.

EDUCATION

1999 **Stanford University, Palo Alto, USA**
GSBA, Executive Education

1984-1989 **University of Southern California, Los Angeles, USA**
D.of Engineer - Economic Valuation & Gas Storage Simulations
Minor: Systems Management (in addition attended **Core MBA** classes)
MS - Reservoir Management, 1986

1978 - 1983 **Istanbul Teknik Üniversitesi, TURKEY**
Master of Science, N/C
BSc, Heat Losses at Steam Injection in Heavy Oil Reservoirs, June 1982

WORK EXPERIENCE

2005 - 2009 **Business Development Manager, Eczacıbaşı Bilişim A.Ş.**
Developed & sold new products/services (SaaS), managed research center & new partnership activities, Used local/foreign funds/incentives/JV opportunities (FPx,TEYDEB app. 1 mio USD), Participated S/Ox, COBIT, ITIL, TSE-ISO workshops, reports to Managing Director
Tasdix.com (online vouching system), Mobile/Digital Signatures, RF Solutions, Healthcare Systems, Innovation Platforms

2001 - 2004 **Senior Consultant, ADE Research, Consulting & Training**
Developed **TekPOS** EFT Terminals Project for BKM (190M), Power Generation (Hydro) Feasibility studies for Turkish Investors (53M), Internet & wireless applications for beverage distributor, Law firms, wholesale operations of US organization, Business models, products GSM based VAS and Location Based Services, Project Management Control and Legal Contracts for Media Asset & Content Management
Identified promising IT companies in Turkey. Initiated opening abroad with FDI funds (10M)

1996 – 2001 **Managing Director, Mali Sistemler Müşavirlik A.Ş.**
Provided IT / MIS / BPR consulting to PAB, IKTISAT, TDB (Banking), CINE5, SHOW (PayTV, PPV, TV), KABLONET (Cable), ANET (ISP), SHOWBASIN (Media), EMEKSIGORTA, EMEKHAYAT, UZMAN (Insurance), FACTOFINANS (Factoring),

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IKTISATYATIRIM (Brokerage) SHOWPA (Marketing) IKTISAT GAYRIMENKUL (Real Estate Development) and others
Developed new products, solved business problems, driven out inefficiencies, demonstrated business value of IS, identified opportunities to cut costs, improved performance, completed major work process changes
Provided Business Systems Consulting, Outsourcing, e-business models (SaaS, PaaS), Quality Assurance, Benchmarking, Competitive Intelligence, Audit, Software Development & Implementation, Change Management, Crisis Management, Contract Negotiation, Escrow Services, Network Design & Implementation, 7X24 Data Center Ops & Desktop Management, Hardware & Software Purchasing, Software License & Barter Agreements, Capacity Planning, Y2K, Disaster Recovery Planning

1995 – 1996 **Operations Group Head, Era Finans A.Ş.**
Managed MIS & Finance Departments, implemented new **factoring** and **accounting** packages, Issuing IPO, Corporate Bonds, Reports to Managing Director

1993 - 1995 **EDP & Operations Manager, Euro Factoring A.Ş.**
Managed Operations, Information Systems & Loan departments, served in Credit Committee, Implemented EDIFactoring, Developed **Factoring** Applications, Reports to Assistant General Manager

1990 - 1993 **EDP Manager, Société Générale**
Established, developed, maintained **Banking** and **Capital Market** information systems (analysis, coding, migration, testing, implementation, training, disaster recovery, procedures) in RM-Cobol, Oracle, UNIX , Implemented SWIFT, GEIS-EDI, Reuters, Computer Based Training, Electronic Fund Transfer, Reports to Assistant General Manager

ACADEMIC EXPERIENCE:

1985 - 2007 **Senior Lecturer**
Lead **Directed Research**, taught **MIS** & **Research Methods**, Yesevi Universitesi
Taught **Numerical Analysis**, **Programming Languages** Istanbul Universitesi
Taught **MIS** classes, provided academic consulting, ISIS, LSE
Advised board of directors on education, training and administration
Taught computer languages, statistical packages, PDP, School of Journalism, USC

PUBLICATION:

2005 – 2007 Nevzemin, IT Business Weekly
2002 - 2004 http://www.btnet.com.tr BABURCE online articles on Technology
MS Office vs Star Office, A Comparative Study, Seminar Notes
Marketing and Internet, **e-mail Marketing Strategy**, Finans Kulup, Seminar Notes
Marketing with SMS, **e-mail marketing** INETD, Seminar Notes
Aggregators, **Traveling the Internet On the fast Lane**, MU, Lecture Notes
"**LINUX** ", ISSN 1301-0212 Vogel Yayıncılık April 1996, Istanbul
"**Bilgisayarla Iletisim**", ISBN975-7397-50-4 Sept.95, Sistem Yayincilik, Istanbul
"Bir Görüş" Weekly Technology in Business Articles in Computer World
Big Boys Game, Stakes are too high: Mesopotamia, USC
Provided detailed investigation on Mesopotamia civilizations' natural resources, conflicts and projected nations conflicts with Dr. E. Dougherty N.I.O.C Professor.
MBTI Personality vs. School Types, USC
Administered MBTI test with 8 engineers among 1,000 students and evaluated statistically under the guidance of Dr F. Udwadia of Crisis Management Department of Business School
A Proposal on Taxation Service Sector in the US, USC

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Models created by using Decision Systems Theory with Dr. R. John of Systems Science Dept.
AGA Well Testing PR 193-707, USC
Developed an algorithm to be used for underground gas storage reservoirs with Dr. K. Guppy
Reservoir Simulation of Geothermal Reservoirs, Istanbul Teknik Universitesi
Heat Losses from the Wellbore during Steam Injection, Istanbul Teknik Universitesi

AWARDS:

USC

- **Special Recognition** from Student Senate,
- **Leadership Award** from Office of International Students & Scholars,
- **Tuition Remission & Stipend** for Graduate Studies

MTA Research & Exploration Institute, **Full scholarship** in US (Ranked 1)
TEV Turkish Education Fund, Stipend for B.Sc. & MS studies at ITU
MEB **Honor List** from elementary through high school years

SEMINARS:

- **Speaker**
  "Forming the Future" Nov 2009, School of Futurism, Bahçeşehir Üniversitesi
  RD, Microsoft for 1996, 1997,1998 Broadcasted Nationwide on TV
  "Security in e*government" May 2008, II National Network and Info Security Conf
  "At our time another time stamp application Tasdix" Nov 2007, XII Internet Conf
  "Social Network Madness and Advertisement", Nov 2007,XII Internet Conf
  "How to make better Balance Sheet with RFID" Sep 2007, ITÜ
  "Your Corporate Innovation Character" Oct 2006, TUSIAD-Sabanci
  "Innovation in Turkey", July 2006, PICMET 2006
  "MEDIX Hospital Management Systems", Mar 2006, WIN2006
  "Space Elevator" Mar 2006, WIN2006
  "Signature from Yesterday to Today", Dec 05, Eczacibasi Group
  "Success Stories", Nov 05, Technology TV
  "Electronic Elections", Dec 02, Inet-tr, Panelist, Istanbul
  "Electronic Elections in Brazil", Nov 02, NTV, TV Broadcast
  "IT Workers in Turkey", Sept 98, BBC, Radio Broadcast
  "E-Commerce", May 97, Turkish Bankers Association, Istanbul
  "Developer Days", March 97, Microsoft, Istanbul
  "Banking on INTERNET" Dec 95, Turkish Bankers Association, Istanbul
  "Finance & Internet", "Smart Cards", May 96, Açık Sistemler 96, Istanbul

- **Panelist**
  "Security at e-Government" May 2008, EMOCyprus
  " Drivers of Change for Turkey" Oct 2007, SEDEFED
  "Digital Signature, Mobile Signature, Tasdix" Oct 2007, CebitEurasia 2007
  "RFID & NFC Solutions", Oct 2007, CebitEurasia 2007
  "RFID Solutions" Nov 2006, Feb 2007, ITU
  "Electronic signature Laws & Regulations", Aug. 2006, CEBIT 2006

AFFILIATIONS:

USC Alumni Network**, Stanford** Business School Alumni Association**, IEEE** (The Institute of Electrical & Electronics Inc. Computer Society), **World Future Society, Tum Futuristler Dernegi-Istanbul, Bilim Merkezi-Istanbul**

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EXTRACURRICULAR:

List Owner TSA-L, E-mail distribution news, views and info over Internet 1989
Treasurer Pi Epsilon Tau, Engineering Honor Society USA 1985-1989
Rep. SPE , Representative of USC at the Society of Petroleum Engineers, USA 1987
President TSA, Turkish Students Association at USC , USA 1985 - 1989
Awareness Week, Seminars & Conferences, Turkish Movie Week, Choirs
VP ISA, International Students Assembly at USC, USA Food Faire, Aid Run for WHO, DKA International Film Weeks & Nights,
KSCR-53AM, Aired radio programs, live discussions, ethnic music, USA1987-88
Journalism PC World, PC Magazin, Bilgisayar, Bilgisayar Magazin, Yazilim & Donanim, Bilisim, CHIP, BT Haber Nokta (Economy & Politics), Dünya Daily Newspaper, YeniYüzyıl

HOBBIES:

Photography, Mind Teasers, Yachting, World Politics and History, Travelling

SUBSCRIPTION:

Stanford Business, IEEE-Spectrum, EU Research, Red Herring, Slashdot, WSJ

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KEYWORDS:

Banking/Off-Shore Banking Applications, Credit Card Processing, EMV, Alternative Channels, Internet Banking, Competitive Intelligence, Call Center, Data Center, Stock Exchange, Life Insurance, Non-Life Insurance, Leasing, Factoring, Export, Import, Domestic, Cable TV, Pay TV, Pay Per View (PPV), Direct Marketing, ISP, Broadcasting, Publishing, EDI-Factoring, EDI, GEIS, Activity Based Costing, Credit Valuation, Y2K Programming, Accounting, Human Resources Management, Audit, Credit Follow up, Business Plans, Market Search, Budget, Cash Flow, Income Sheet, Profit & Loss, Pricing, Media Planning, Marketing, Product Evangelization, Fraud Detection and Prevention, Sarbannes/Oaxley, Benchmarking, Capacity Planning, GSM, VAS, GPS, Location Based Services, L-Commerce, M-Commerce, Content Management, Cost Control Solutions, Auditing, List Management, Campaign Management, Tariff Preparation, Customized Training, Media Asset Management, Telesales (Inbound, Outbound), Cross Sell, Instant Messaging, Blog, Customer Survey Analysis & Design, CTI, CRM, IVR, Chat, Subscriber Management System, SetTopBox (STB), Smart Cards, RFID Applications, Digital Signature, Mobile Signature, Distributor Automation, Inventory Management, Billing Platforms Solutions, Customer Care, MIS, VPOS, Mail Order, Credit Card, Standing Order, Bonus System, Surveys, Fax Broadcasting, Mail Broadcasting, Video Catalogue & Tracking, Barcode, News and Classified Automation, Mail-Telephone Order, Targeted opt-in e-mail (permission based), B2B, B2C, WAP, e-business workshops, Web Site Traffic Analysis, Content Management, metadata, taxonomy, Health Insurance, POS for Pharmacies and Hospitals, Hospital Information Management Systems, Digital Signature, Electronic Invoice, Agent Client Profitability, RFP, RFI, RFQ, Business Process Improvement, Customized Software Solutions, Computer Telephony, Database/Application Performance Tuning, Conversion, Migration of Software and Hardware Systems, Hardware Add-on (boost x86 to Pentium), Accelerating Software & Hardware Performances, PBX Systems, Tele Conferencing, Video Conferencing, Contracts Management, CPU Saturation Models, Response Time Models, Information Systems Strategy, IS Management and Optimization, Business Process Design, Architecture Planning, Enterprise Architecture, Enterprise Application Integration, Applications Development, n-tier architectures, Internet-based Applications, e-business Strategies and Architectures, Enterprise Application Integration, Network Management, Distributed Security, Transaction Management, disaster Recovery/Business Continuity Planning, Change Management, IT Performance Improvement, IT Audit, Detailed Business Flow Diagrams, Blueprints, detailed database designs, flow charts, user and technical manuals, functional design, technical design, black-box & white-box testing, Data Management, Internet, Intranet, Extranet, E-commerce, Microsoft Office, Star Office, Open Office