

EMRE PELIN
Nationality: USA
Total Experience: 24 years

INSPIRE.
PROPEL.
PARTNER.



EDUCATION:

1992 **Boston University**
Boston MA, USA, *B.S. in Marketing*

SENIOR APPOINTMENTS:

Since 2011 **Andarakis Advisory Services, Partner**
GSK Consumer Healthcare, Head of Oral Care
Hamptons International, Marketing & International Sales Director
Aujan Industries, Marketing Manager
Petromin (Aramco & Mobil JV), Marketing Manager

DESCRIPTION:

Emre Pelin is a seasoned executive with 20 years of FMCG, petrochemical and real estate experience with blue chip global and leading regional companies spanning experience throughout the Middle East including work and living experiences in Turkey, Saudi Arabia and UAE.

Emre holds a diverse background with a proven success record that began with The Coca-Cola Company's Turkey region where Emre personally led the development and implementation of high profile programs including Ramadan programs, global and local sports activation to add value and depth to brand Coke. Emre's first exposure to the GCC came in 2000 with a sales and marketing role for Saudi Aramco where Emre successfully built a direct retail and consumer marketing division for Aramco's Petromin operation in Jeddah.

A return to the beverage and FMCG field saw Emre lead a team to deliver consistent double-digit growth across Aujan's juice and confectionary portfolio, including doubling the size of the Middle East's largest independent beverage and confectionary company's Rani brand to over \$300m across over 25 countries.

In a dual role with Emaar's Hamptons International as Marketing and International Sales Director, Emre led the company's marketing department as well as established the international sales department. In recent times, Emre has consulted with Peppers & Rogers Group as well as led the marketing GlaxoSmithKline's Consumer Healthcare divisions oral care business where he won the Company's most prestigious global marketing award as well as the project leadership award a year prior.

Emre's most recent roles have included King Abdullah Economic City and Dar Al Arkan as outsourced resource in the capacity of a senior director. In addition he has worked with SEDCO Holdings, launching regional malls for EMKE Group's Line Investments and managing the outsourced marketing function for Al-Fahim Holdings' Deerfield Town Square in Abu Dhabi, leading Hilton Worldwide's recruitment efforts through marketing as well as leading the ongoing marketing & sales restructuring at Saudi Post.

Emre is a Boston University alumni in Boston, MA, USA. Emre is an avid reader and enjoys history and antiquities.

INDUSTRY & CLIENT EXPOSURE/AS A CONSULTANT:

Real Estate & Hospitality:

- **King Abdullah Economic City, Interim Management – Marketing Director**
- **Dar Al Arkan - Interim Management – Marketing Director**
- **Deerfields Townsquare Mall – Interim Management – Marketing Director**
- **Hilton – Employer Brand Strategy & Marketing**

FMCG:

- **IFFCO/Noor Oil – Strategy & Interim Management**
- **Supermax – Strategy Consultancy**

Government Services:

- **Saudi Post – Interim Management – Head of Marketing**