



## **Erdem SEHERLER – Computer Engineer, MBA**

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### **EXPERIENCE**

#### **(06.2007- 11.2008) Treda Information Systems - Professional Services Group Manager**

- Reported directly to CEO
- Directed Project Managers, Business Analysts, Quality & Test Specialists, a total of 13 people
- Responsibilities included:
  - Driving and ensuring project management policies, standards and procedures are consistently followed
  - Recruiting, developing & managing staff
  - Organizing education activities for increasing the knowledge and skills of staff
  - Selecting tools, technologies, methodologies
  - Increasing the quality of project management process and deliverables
  - Managing PMO
  - Supporting pre sales & post sales activities
- Achievements:
  - Managed multi Million \$ budgeted software portfolio
  - Implemented Microsoft Project Server as PMIS, Scrum Processes for managing projects agile
  - Set SPI&CPI as KPI for PMs
  - Used PMBOK as a guide for Project Management
  - Collected Business Analyst processes, tools, and templates under Treda BABOK
  - Collected Quality & Test processes, tools & templates under Treda Quality & Test Book
  - Implemented;
    - Performance assessment principles at company
    - Quarterly portfolio selection & review meetings
    - Issue & status reporting systems
  - Made company sign time & materials contracts instead of fixed price contracts

#### **(10.2006- 01.2009) Treda Information Systems - Non-Holding Projects, Project Manager**

- Reported directly to CEO
- Managed Project Team changing size of from 4 to 10 members at various B2C Projects,
- Managed project portfolios of Treda except ILAB Holding Projects
- Projects managed: [www.qarantalisveris.com](http://www.qarantalisveris.com) – Online Mall; [www.mudo.com.tr](http://www.mudo.com.tr) - Online Store; [www.pasabahcemagazalari.com](http://www.pasabahcemagazalari.com) - Online Store; [www.zurichsigorta.com.tr/internetsubesi/](http://www.zurichsigorta.com.tr/internetsubesi/) - Internet Branch; TEB-Zurich Sigorta B2B Alternative Sales Channel; [www.Birdünya.com](http://www.Birdünya.com) - Online Store; [www.sirkuler.com](http://www.sirkuler.com) - Online Catalog, B2B

#### **(08.2005- 07.2007) Treda Information Systems – [www.Sigortam.net](http://www.Sigortam.net) Project/Account Manager**

- Reported directly to CEO
- Managed Project Team size of from 8 to 11
- Managed more than 30 projects at various sizes ;i.e. B2C, B2B, marketing, call center, operations projects
- Managed TEYDEB.Tubitak projects
- Managed Support Team of Sigortam.net

#### **(10.2004- 08.2005) Treda Information Systems – Business Development & Solution Specialist**

- Reported to Business Development & Sales Manager
- Consulted sales team at presales activities for CRM, SRM, SCM, B2B and B2C projects
- Business development team member of e-Commerce and CRM products
- Worked in the creation of process and information structure framework called Treda Process Infrastructure (TPI)
- e- business consultant at e-transformation project of Turkish Football Association

#### **(03.2004- 10.2004) Treda Information Systems – Requirement Analyst**

- Reported to Project Manager
- Elicited & managed requirements of Steelorbis.com & Chemorbis.com
- Documented the requirements of new generation Orbis Trading Platform

#### **(10.2003- 03.2004) Mobilera [www.mobilera.com](http://www.mobilera.com) – Project/Product Manager**

- Reported directly to Managing Partner
- Worked as product/project manager of SMS related software which was in the list of Turkcell's Mobilisim. My duties related to this position were divided into two: Product/Project Sales & Product/Project Management. My sub duties related to these major duties are shown below:
  - Product/Project Sales: Customer management, Requirement analysis of customer, Preparing offer and contract documents, Follow-up of given offers

- Product/Project Management: Competitor analysis, Project management, Use case writing, Coordinating software developers, Assuring quality of software developed

- Signed & managed a software project with FritoLay Turkey

**(04.2002- 03.2003) National Defense Ministry [www.msb.gov.tr](http://www.msb.gov.tr) – Computer Engineer / Second – Lieutenant**

- Part of mandatory military service. Team member of IT Department under Finance Department
- Developed new requests & maintained MSB Salary & Payroll Software System at Oracle Forms & Reports
- Lectured PL/SQL courses to internal staff for 2 weeks

**(06.2000- 09.2001) Global Securities [www.global.com.tr](http://www.global.com.tr) – Project Assistant / Manager**

- Reported to Technology Integration Director
- Analyzed business processes for online trading & call center. Worked on both business and technical sides.
- Worked on the following projects:
  - Project Manager of Business Development of Online Fund Trading
  - Project Manager of Online Help Center development and design
  - Project Manager of Statement Printing Software Development
  - Project Manager of Developing Online Stock Game (Stock321)
  - Project Manager of Customer Database Clean-up
  - Direct Mailing & Prospect Database Design
  - Personalization of different modules
  - Segmentation of customers

**(1998- 2004) Programlama.com [www.programlama.com](http://www.programlama.com) – Co-Founder/ Co-Owner**

- Responsible for coordination of projects
- Responsible for Marketing & Relations with customers
- Signed banner advertisement contract with Software-AG Turkey
- Developed various modules of portal
- Editor and writer for Java, C++ pages between 1998-1999

**(02.1998- 11.1999) Emek Bilgi İşlem – Computer Engineer**

- Reported directly to Managing Partner
- Member of Software Development Team / Responsible for developing part of insurance software package
- Developed & analyzed MIS programs for various (EGE, EGS, UNIVERSAL, GÜNEŞ HAYAT) firms' managers
- Developed special reports like Risk Analysis, Profitability Analysis, and Revenue Analysis
- Developed client server Java Application that talks with AS/400 with IBM Visual Age for Java
- Developed at RPG and Java for DB2 and MS Access

**EDUCATION**

**(1999 – 2001) Master of Business Administration, Koç University [www.ku.edu.tr](http://www.ku.edu.tr) , İstanbul**

- Focused at Marketing, Operations & MIS
- Scholarship: Koç MBA 2nd Year by Global Securities
- Projects:
  - *Marketing Models*: Segmentation & Clustering of [www.programlama.com](http://www.programlama.com) members according to their visits to the pages.
  - *Business Policy and Strategy*: Developed Business Strategy Report for Koray Holding - [www.koray.com](http://www.koray.com)
  - *e-Commerce Project*: Business Plan Development for a company that has a strategy to be event market place of the Turkish Web
  - *Consumer Behavior Project*: Understanding the importance of consumer behavior at an online non-profit community
  - *Marketing Project*: Developed Marketing Strategy for the Internet Banking of Citibank [www.citibank.com.tr](http://www.citibank.com.tr)
  - *MIS Project*: Analyzed the advantages of opening Anadolu Hayat's Information to Internet & reported the benefits of integrating to Internet in Insurance Sector
  - *Micro Economy Project*: Analyzed the ISP market from its emergence to the present and made forecasts about future development

**(1994 – 1998) Bachelor's Degree, Computer Engineering Department , İstanbul University [www.istanbul.edu.tr](http://www.istanbul.edu.tr) , İstanbul**

- Vice-president of Computer Club at 1997
- Final Project:
  - Developed Client/Server Computer Game (Spade98) with Visual C++. The game included chatting, and artificial intelligence for the computer players
- Internship -Nortstein Imtas Sigorta (Insurance) 06/1995 -09/1995
  - Developed various RPG programs
  - Developed reporting software for magnetic card enabled gate with C under MS-DOS platform

**(1991 – 1994) Kocaeli Körfez Science School, Kocaeli**

**REFERENCE**

References are available upon request. Public recommendations can be seen via [www.erdemseherler.com](http://www.erdemseherler.com)