



Unleashing business potential through breakthrough marketing



What do we do?

100 Watts Consulting is a marketing consulting and training company.



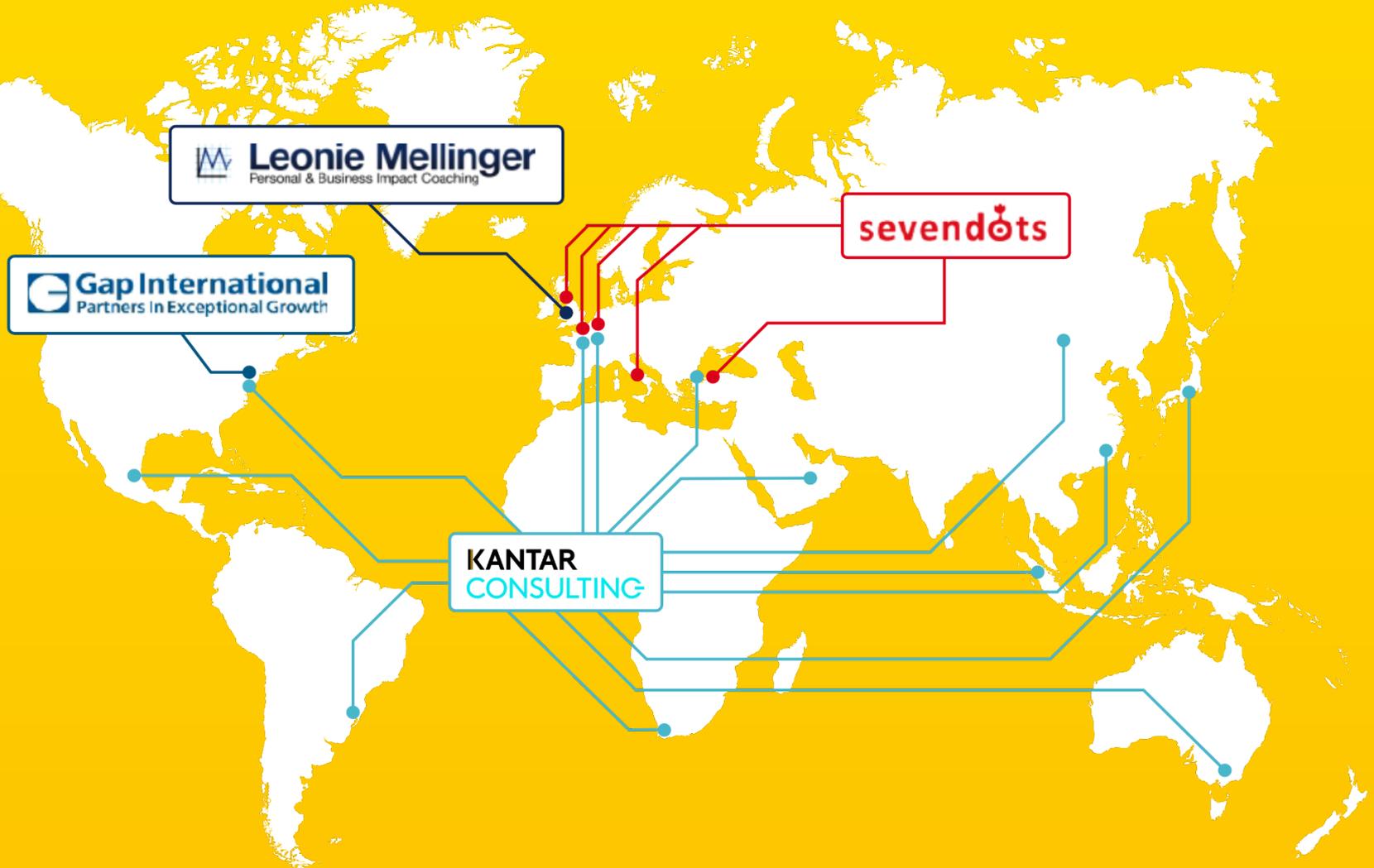
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Arek Melemetci

Founding Partner

Arek is a senior business executive with global marketing background. He has a proven track record of success in developing global and local brands, insightful, innovative plans to grow consumer-oriented businesses across a variety of markets. He managed businesses and teams in Turkey, Russia, Eastern Europe, USA, UK, Canada and Spain. Arek has worked as a senior business executive and a strategic leader for over 20 years in leading FMCG and F&B corporations - **Procter & Gamble, Diageo and Pladis**. His category experience spans across beauty care, oral care, paper and detergents as well as food & beverage.

Arek started his career at Procter & Gamble in Turkey on Blendax and later Rejoice brands. He handled various roles serving as Health and Beauty Care BM in Russia and Secret and Old Spice Deodorants BM for C&E Europe based in London before he was promoted Marketing Director in Istanbul in 2001 heading Prima and Orkid businesses.

He joined **Diageo** in Istanbul as Marketing director. He then moved to Amsterdam as Global Brand Director for gins (Tanqueray and Gordon's) . He was responsible for global strategy development, handling a business of 400 million USD turnover.

Later in his career, He joined **Pladis**. He has worked as General Manager Marketing for Biscuit and Cake division at Pladis – a key business for Yildiz Holding with a total turnover of 600 million USD.

Arek is currently teaching Intergrated Marketing Communication course to graduate students at **Koç University** in Istanbul and Marketing Strategy at **Baruch College** and **Fordham University** in New York.



Beril Afsar

Partner Consultant

Beril is a consumer-obsessed, strategic thinker with ability to influence, build consensus and operate in matrix teams to drive results in fast paced change environments. She has extensive experience and proven success in all disciplines of the marketing mix, in high-growth mobile telecom operators, Vodafone and Turkcell, as well as in leading CPG and financial services companies, P&G and Citibank.

Beril is passionate about the use of consumer insight driven product innovation, smart pricing, customer experience design and mobile marketing to drive successful product launches with healthy P&L.

Beril's recent years at Vodafone is a perfect reflection of her skills, where she has been instrumental in Vodafone Turkey's U-turn with market share growth for 16 consecutive quarters. During this time, she has led tens of key product launches from idea generation through go-to-market including consumer research, IT development, pricing, marketing communication, sales training. Top examples are game-changing Hybrid product, Red premium subscription portfolio, Moneyback guarantee network campaign. Thanks to her thought leadership and team engagement qualifications, she was handpicked to lead major complex and cross-company projects such as LTE launch; \$100 Mln Transformation Program; and US Mobility re-launch at Vodafone.

Beril is now a partner at 100 Watts Consulting heading TMT and Hospitality industries.



Murat Elgün

Murat is a senior business executive with global marketing background. He has a proven track record of success in developing global and local brands, innovative product portfolios & organizational capabilities to fuel growth in various categories across different geographies. He managed businesses and teams in Turkey, Middle East, Pakistan, North Africa, Sub Sahara Africa and Central Asia. Murat has worked as a senior commercial executive and lead change for over 20 years in leading FMCG and F&B corporations like Danone, Ontex Global, Braun, Pinar and Zyman Core Strategy Group. His category experience spans across baby food, dairy, personal care, food & beverage as well as durable goods.

Murat started his career at Procter & Gamble in Turkey in 1993 on Blendax and later joined Braun & Teba. He handled various roles serving as Brand Manager and Trade Marketing Manager for white goods, electric personal care and home appliances for Braun and Teba brands in Turkey.

He joined Danone Baby Food (then Royal Numico) in 1999 in Istanbul as Group Brand Manager. He then moved to Frankfurt in 2001 as the Global Brand Manager role for convenient baby food prior to his assignment in Amsterdam in 2003 as Marketing Coordinator in the HQ.

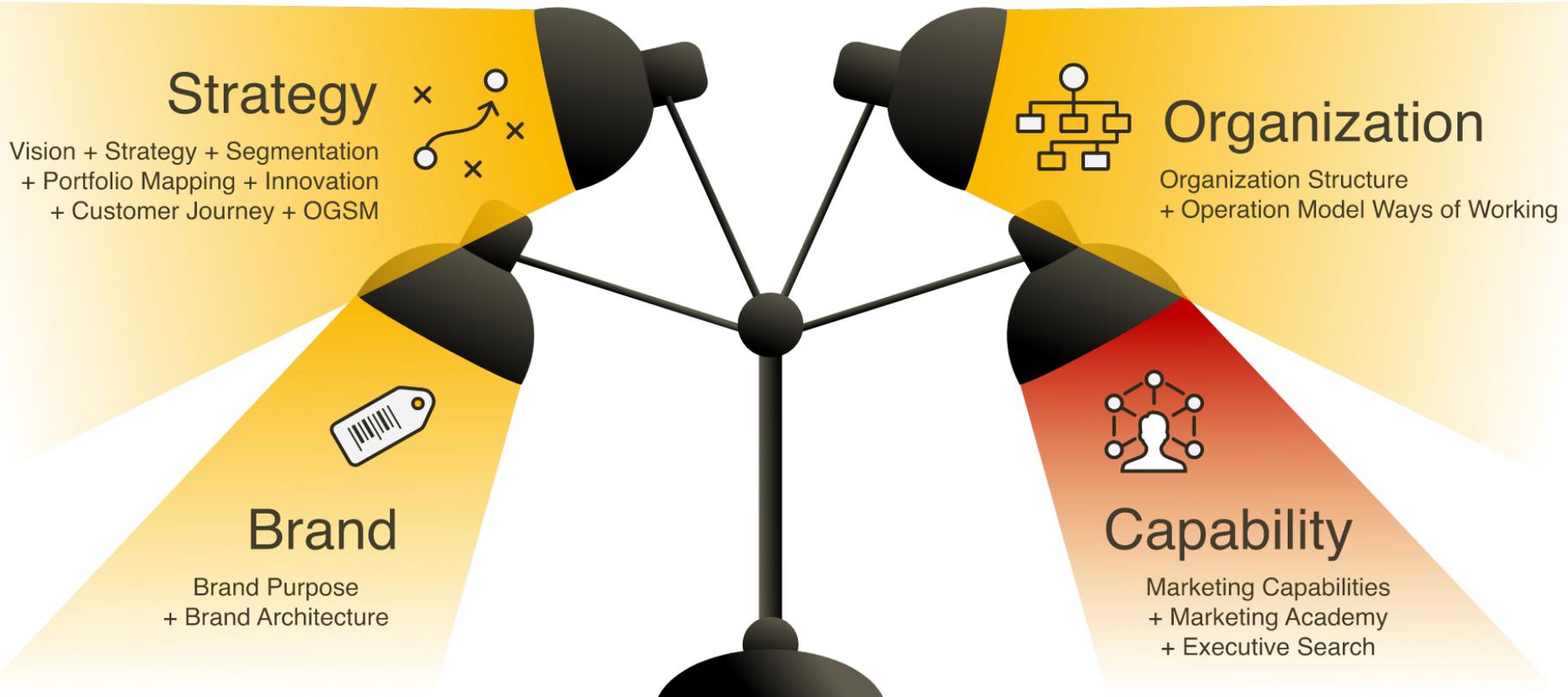
Between 2005-2009, he had Marketing Manager, Kids Category experience in Sütaş and Marketing Director Role in Pinar Food where he led a business of \$500 million and a marketing budget of \$20million for both dairy and meat & frozen food categories.

In 2009 he joined Zyman Core Strategy Group, an International Strategic Marketing & Management Consultancy Firm which has been established by well known CMO of Coca Cola, Sergio Zyman, where he helped companies utilize transformational strategies and proven principles to accelerate growth.

He joined Ontex Global in 2012 as Marketing Manager, then promoted first as Marketing Director MENA and then Marketing Director MEAA roles in Istanbul and Brussels respectively where he had contributed to the business growth, built new organizational capabilities and developed innovative product portfolios based on consumer insights in baby care and adult care categories.

Murat holds Industrial Engineer degree from Boğaziçi University and completed his Master Classes in Marketing in Istanbul University.

Murat is married and has a daughter at age 6.



Clients

DIAGEO

P&G



vodafone



Unilever



McDonald's



ŞİŞECAM

FERRERO



PO



Garanti



BNP PARIBAS
CARDIF



TEB



AZERSUN

B K M
BANKALARARASI
KART MERKEZİ



mey



EFES
Pilsen



arçelik



turknet



zain



NN



Ontex



KOÇ ÜNİVERSİTESİ



المراعي
Almarai



Arzum



beko

NewYork-
Presbyterian



MORINAGA



100 Watts was instrumental reorganizing the marketing department for Azersun. Their experience and vision transformed the way we do marketing. They also created the azersun marketing academy and delivered it to the marketing team to elevate the marketing knowledge and embed the change into the marketing organization DNA

Ümit Solak
Azersun, CMO

WE WORKED WITH 100 WATTS ON A CUSTOMER segmentation project. Our existing segmentation model was slightly complicated and hard to implement. They helped us to simplify the model and profile the segments in detail so we now know who the segments are and what their needs are. This work will be the foundation for us moving to more consumer centric business model in the near future. I appreciated the work 100 Watts did for us and hoping to work with them in the future on some other projects'

Beyza Koyaş

'100 Watts has been instrumental in translating Cardif's core brand attributes to Turkish context. Their positive & engaging approach resonated very well within organization.'

Cemal Kışmir
BNP Parisbas Cardif CEO

'Continuous changes in business environment have a big impact especially on Marketing. 100 Watts Consulting, has helped us to reshape our brand strategies utilizing their years of experience in marketing field and up to date marketing trend knowledge. The rigorous process followed by 100 Watts Consulting took us on a journey from consumer insights to brand pyramid. We took important steps on segmentation analysis. The founder-Arek Melemetci has inspired us in many ways with his undisrupted energy, tools and techniques he deployed and his communication skills. We would like to continue working with 100 Watts Consulting in the future'

Serkan Yazıcıoğlu
BKM, EVP Digital Solutions

'I worked with 100 Watts during creation of new brand positioning of Petrol Ofisi brand in 2016. They orchestrated a workshop with different stakeholders very effectively as well as led the concur process with 4 different agencies in a short time, with a satisfactory result. Resulting creative had qualified in Link test as well'

Alp Akgünlü
PO CMO



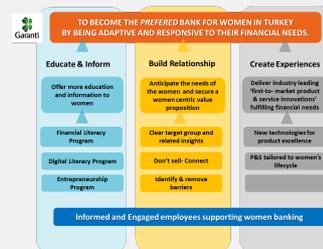
Worked on a 'localization' project for Ariel translating the global positioning into Turkish market taking into consideration the local consumer insights



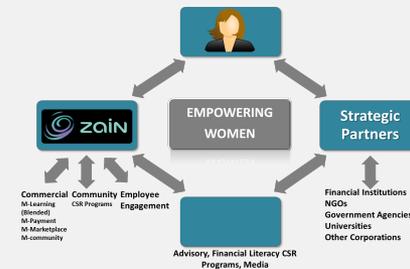
Identified the growth opportunities for Mey business in Turkey to double the business in the next 5 years.



Developed the strategies for women financial literacy program to increase women's access and use of high quality financial services promoting their banking system participation in Turkey.



Developed the strategies to increase women's access and use of high quality mobile telecommunication services in Sudan and Jordan through supporting, and leveraging their economic participation.



DIAGEO

Developed Yeni Raki's global positioning- 'unrush your world' which was successfully launched in Germany and UK.



turknet

Developed Turknet's challenger brand positioning – 'olması gerektiği gibi' which was successfully launched.



Developed Petrol Ofisi's brand positioning on convenience.



MORINAGA

Developed Hi-Chew's brand positioning





Our Experience in Capability Building

Developing tailored Marketing Academies and delivering trainings and tools to embed learnings in leading global, regional, local players in the USA & Turkey.

 **NewYork-Presbyterian**



Beiersdorf



ANADOLU EFES



DIAGEO



Teaching Marketing (Strategy, Management, Pricing) in undergraduate and graduate programs of prominent universities in New York and Istanbul.



ZICKLIN SCHOOL OF BUSINESS
Weissman Center for International Business



FORDHAM

Gabelli School of Business



NYU | STERN



KOÇ UNIVERSITY



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