

# Kenan Kaplan



Kenan Kaplan   
kenan.kaplan@aol.com   
1-646-674-2965

## PROFILE

Accomplished and driven Business Strategist with extensive experience and proven track record in leading cross-functional teams, managing day-to-day business operations, creating marketing strategies and developing long-standing relationships with key stakeholders in the tourism industry. Drive organizational improvements through leveraging expertise in research and system enhancement. Well-versed in collaborating with employees to resolve control and procedural problems negatively affecting business operations. Dedicated to process and resource optimization.

## ✓ CORE COMPETENCIES

- Cross-Functional Team Leadership
- Robust Communication Skills
- Analytical & Strategic Thinking
- Logistical Planning
- Market Analysis & Research
- Team Leadership & Training
- Budget Development & Forecasting
- Cost & Risk Analysis
- Domestic & International Travel Expertise
- Commitment to People Management
- Operations Management

## PROFESSIONAL ATTRIBUTES

- Adept at assessing business situation, conducting research, creating strategic plans, monitoring competitors and measuring the results of marketing strategies
- Created one of the industry's largest web portal with over 60 million unique visitors each year
- Maintain knowledge of evolving travel industry, technology, procedures, products and services
- Ability to focus on the strategic goals while satisfying the tactical needs of the client and the organization
- Proficient with initiating and setting goals as per the strategic objectives of the organization
- Ability to effectively manage revenue and expenses in alignment with approved budget
- Well-versed at managing the operations of hotels, especially Turkish and Egyptian hotels, inspected thousands of hotels to ensure provision of state-of-the-art facilities to international guests

## EXPERIENCE

**GM & Founder** 03/2017 – 04/2019  
Narex A.Ş., Antalya, Turkey

- Managed the day-to-day operations of the business, including observing daily running of business, supervising personnel, implementing organizational objectives, and creating budgets
- Developed, implemented, and tracked operational KPIs with time studies to promote efficiency, accuracy and lower costs
- Maintained professional industry relationships through membership in community and industry clubs and community groups
- Managed controllable costs to ensure adherence to budget guidelines and expectations
- Accomplished Human Resource objectives by recruiting, selecting, orienting, coaching and disciplining subordinates
- Utilized excellent communication skills to create a cohesive work environment

**CEO & Co-Founder** 08/2008 – 04/2016  
MediaTravel Overseas, Antalya, Turkey

- Oversaw the development and execution of business strategies to ensure attainment of business objectives via enhancing service quality, creating marketing strategies, analyzing market research data
- Participated in all facets of company creation and ongoing operations
- Set strategic goals for the organization and instigated projects in alignment with the realization of established objectives, monitored the complete process and progress of each project to ensure utter attainment of the objectives
- Conducted meetings with the assigned project managers and provided guidance and technical insight to expedite the processes
- Designed short term project goals initially to drive various projects forward slowly and gradually but in the right direction to ensure achievement of business long-term goals
- Defined the KPIs for business performance, track business performance, identify levers for improving KPIs and champion necessary initiatives to improve KPIs. Reviewed metrics to create actionable recommendations to reduce spend and increase profitability
- Managed the organization's resources, recommended an annual budget and implemented strategic plans
- Planned new research-based advertising strategies for current and subsequent years that to increase company's market share

## EXPERIENCE

- Developed structured advertising campaign to increase brand recognition, including incentive programs and literature resulting in increased customer base
- Reviewed and analyzed monthly financial and statistical reports to assess the budget status and initiate preventative measures
- Researched and understood thoroughly new policies, quotes, renewals, policy changes and audits concerning business
- Improved bottom-line financial performance through route and distribution optimization strategies and effective staffing measures

### **Head of Flight Operations & Pricing** 04/2005 – 03/2008

Amerigo Travel, Moscow, Russia

- Managed and organized charter flights, flight programs, agreements with airlines and other flight consolidators
- Oversaw implementation of swap operations, combining flights with other market players, building and developing long- standing lucrative professional relationships with representatives of airports, suppliers, representatives of ground handling companies
- Conducted thorough analysis of volume, potential and contemporary market trends in a competitive environment
- Researched and analyzed the statistics and data of industry dynamics and competitors' tactics and approaches
- Developed a seasonal schedule as per the incumbent requirements and monitored the daily flight loadings
- Scrutinized and ensured to keep abreast of the major indicators of economic efficiency of flights, average fare, revenue and costings
- Calculated and updated the varying cost of flights, ground handling outlays, package tours, and special offers
- Negotiated the contracts with multiple contractors, prepared a clear and concise contract terms and monitored their implementation Collaborated with others to plan flight schedules
- Observed competitive market dynamics, pricing variation rules and its direct impact on charter transportation department
- Investigated and identified areas of opportunities to narrow down the costing and increase the profit for the company

### **Area Manager** 11/2001 – 04/2005

Mostravel (TUI Russia & CIS), Sharm-el-Sheikh, Egypt

- Liaised with travel partners, including hotels, to manage bookings and schedules, often a year in advance
- Implemented policies and procedures and delivered comprehensive training programs
- Motivated the sales team to hit and exceed their assigned targets, conducted training sessions to educate them on the industry's best practices and evaluated the performance to ensure attainment of company's financial objectives
- Lead a monthly seminar to educate, coach and train tour organizers about best practices
- Examined and developed more efficient and effective methods that improved the performance of key business functions

## ADDITIONAL EXPERIENCE

**Owner** 03/2013 – present  
White Rabbit's Nautical Adventures, Wilmington, DE, USA

**Head of Branch Office** 04/1998 – 09/2021  
Bond Reisen, Antalya, Turkey

**Contract Pricing Manager** 05/1995 – 10/1997  
Orient Travel, Dubai, UAE

## EDUCATION

**Bachelor's Degree in Transport Engineering**  
Azerbaijan Technical University, Azerbaijan , Baku

## LANGUAGES

English	Professional
Turkish	Native
Russian	Native
Azeri	Native

## HOBBIES



Sailing



Traveling



Off-road racing



Sciences



Reading



Photography