

ENGIN EVREN CANTURK

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EDUCATION

WARWICK BUSINESS SCHOOL - MBA

- Awarded with **Merit**
- Dissertation: *Funds Transfer Pricing: How to Use it for a New Bank's Profitable Growth*

BILKENT UNIVERSITY **B.S. Industrial Engineering** 1992 - 1996

- Dean's Honors List; Awarded with Full Scholarship (for 4 Years)
- **(Currently) Member of Bilkent IE Advisory Board** (Representing Finance Sector)

TUBITAK (Scientific Research Council of Turkey) High School Mathematics Program 1985 – 1992

- 3 Years in World Math Olympics Preparation Team
- Top Score in Turkey National Mathematics Competition
- **Sivas Selcuk Anatolian High School**

WORK EXPERIENCE

ODEABANK / BANK AUDI TURKEY 2012 - Today Founder Director, Wealth Management

- Founder, Retail Banking Wealth Management
Head of Affluent Banking Marketing and Product Management
- Deposits, Investments, and Insurance Products
 - Private Banking Services, Affluent and Mass Affluent Segments

CITIBANK TURKEY GCG 2007 - 2012 Senior Vice President, Consumer Banking

- Turkey Head of Global Citi at Work program
- Credit Cards, Lending and Wealth Management X-Sell Organization
 - Corporate & Consumer Banking Joint Client Acquisition
- VP Wealth Management and Retail Segment Head
- Marketing and P&L Management of Mass, Upper Mass and Affluent Segments
 - Product Development and Marketing of Deposit, Investment and Insurance Products
 - Responsible for all Wealth Management Activities as the Head of Investment Committee

DEUTSCHE BANK PBC / TURKEY 2007 - 2007 Vice President, Marketing

AKBANK 2001 - 2007 Retail Banking Marketing Manager

- Product Development and Marketing Management
- Deposit and Investment Products for all Consumer Segments
 - Transaction Banking and Cash Management Services
 - Loyalty Program "Akbank Ailem" & Savings Project "Cati Hesabi"
- Alternative Delivery Channels Marketing and Restructuring
- Mobile Banking Launch (First SMS Branch in Turkey)
 - Internet Banking and Call Center Restructuring and Repositioning

GARANTI E-BANK PROJECT / KORFEZBANK 1999 - 2001 Business Development, Cash Management

INTERBANK 1996 – 1999 Management Trainee, Consumer Banking Marketing

PROFESSIONAL CERTIFICATES

SPK (CAPITAL MARKETS BOARD OF TURKEY)

- “Derivatives Licence”
- “Capital Market Activities Advanced Level License”

2011
Renewed, 2017

2006 - 2007

NEW YORK INSTITUTE OF FINANCE / Certificate in Derivatives and Options

Derivatives, Options, Hedge Funds and Risk Management Using Derivatives

2000

READING UNIVERSITY, UK / E_Finance Strategy Program (Aug. – Sep. 2000)

*(With the scholarships of **British Chevening** and **Banking Association of Turkey**)*

1996

Management Trainee Program of INTERBANK, (Aug. – Dec. 1996)

CONFERENCES SPOKEN AT

“How to meet the demands of a new generation of tech savvy investors”

Global Private Banking & Awards Conference, Banyan Wisdom, March 2017, Zurich, Switzerland

“From challenger to winner: Successful affluent banking strategy of a new entrant bank - Odeabank”

EFMA – Affluent and Private Banking Summit, EFMA, September 2016, Wien, Austria

“Mobile Innovation: Key to Profitable Communication”

Italian Banking Association (ABI) Meeting, EFMA, March 2006, Milan, Italy

“Enhancing Customer Satisfaction and Cutting Costs at the Same Time”

Retail Distribution, EFMA, November 2005, Barcelona, Spain

PUBLICATIONS

MK Marketing and Communications Review, Italian Banking Association (ABI), September 2006

(Mobile Innovation: Key to Profitable Communication (published in Italian))

CONFERENCES ATTENDED AND COURSES TAKEN

Citibank Global Talent Development Program, February 2011 – April 2012,

14 Months of Leadership Program for Citi EMEA Talent Pool, by Daryle Abrahams

Citibank Global Investments Summit, August 2008, Tokyo, Japan

Customer Contact Centers, EFMA, October 2004, Amsterdam, Netherlands

Internet Banking Meeting, Global Finance, November 2003, New York, USA

BAI Retail Delivery Conference & Expo, November 2002, Atlanta, USA

References available upon request.