

ARZU ERGINAY ERTAS
BUSINESS MANAGEMENT / INTERIOR DESIGN
AND SALES CONSULTANT
AE MANAGEMENT CONSULTING
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Personal Summary

A highly energetic, result driven, dynamic business management consultant with proven ability to identify and capitalize on business opportunities while offering input on critical business issues. Previously achieved rapid progression in major projects from market entry stage by developing suitable distribution, pricing and product strategies through to right positioning, brand image and recognition building, and providing sustainable future by preparing the company to changing market conditions. Possessing an outstanding track record of understanding, defining and shaping customers' needs.

SALES&MARKETING / ARCHITECTURAL / INTERIOR & PRODUCT DESIGN CONSULTING, WORKS INCLUDE:

- Kitchen furniture procurement consultant for major US customers including: L and M Development, Lettire Construction, KSK LLC, Hudson Companies LLC, Turner Construction - approximately \$ 3,000 000 revenue.
- Preparing specialized reports on Kitchen and Bath International Show (KBIS) and researched major trade conferences including: International Builder's Show (IBS) and Architectural Digest Show for development companies, contractors and dealers.
- Consultancy for international developers and contractors for their real estate buyouts in NY market.
- Owner of architectural design company Ertas Mimarlik and Oba Accents, a self-created brand for soft furnishing in NY and in Turkey, assessed customer needs, researched sectors, developed a network of architectural contacts to present to clients.
- Consults private villa owners in Long Island ,NY for architectural renovation and redesign by presenting possible alternatives and assists in procurements.
- Managed the design of high-end Turkish Ottoman home textile products for major retailers including: Pasabahce, and Portland
- Provided consultation regarding management of the retail home furnishing franchise operation in Turkey for Maison Décor,Spain
- Develops interior renovation and redesign plans for interior showroom spaces for Lineadecor dealers in New Jersey and in Washington, DC
- Prepares and presents fiscal year sales plan and budget projections for dealers of Lineadecor USA.
- Manages showroom designs and retail sales programs for Lineadecor dealers in the eastern US
- Attends shark breakfast meetings organized by National Kitchen and Bath Association in order to create representative/designer network for potential dealers/clients.

INTERNATIONAL DESIGN CONSULTANT AND BUYER FOR HIGH END FURNITURE RETAILERS IN TURKEY

- As Ertas Mimarlik and Oba, provided design consulting and became Project Manager of Turkish stores of Italian Retailers such as Vetrina, Max&Co, Max Mara, Marina Rinaldi.
- Buyer/consultant for high-end furniture acquisitions in the US by Turkish retailers, Introduced companies/products of Drexel Heritage, Lazy Boy, Barnard, Hickory Chair to TG Furniture Company; offered suitable product buy out and provided project based sales consultancy
- Consultant/Buyer/Designer for MIDEK, a Turkish representative of high-end Italian furniture and lighting manufacturers

WORK EXPERIENCE

2015- Present	Business Management Consultant K&B Management Consulting
2009- 2015	Sales and Marketing / Architectural and real estate Consultant, Oba Realty LLC
2005-2009	Architectural and Interior Design Consulting at OBA LLC, USA
2000-2005	Consultant for Maison Décor and Product design at
1990-2005	Owner, Ertas Architectural Design

EDUCATION

	Bachelor's Degree, Architecture Mimar Sinan Universitesi, Mimarlik Fakultesi-
Computer Software	Proficiency in Autocad, Arkitchen, Word, Excel, Powerpoint
Professional Development	Fundamentals of Business Coaching and Consulting with LME
Languages	Fluent in English and Turkish –novice in German
Affiliations	Member, National Kitchen and Bath Association (NKBA), USA

Real Estate sales person Certificate

References:

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Alan Hajtler
Director of Construction



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