

## How did you join the Supply Chain arena?

My career history spans more than 20 years now, but I spent the first 10 years of my career in strategic planning, financial performance management, business development and project management in FMCG and retail companies.

I joined the Supply Chain arena thanks to my project management experience with Supply Chain projects in the scientific retailing transformation of Teknosa, the leading consumer electronics retailer in Turkey. These project management roles led me to a leadership position in Category Management, in the domain of Supply Chain, working for a leading retailer in a dynamic and challenging market. Who wouldn't like to work in such a fulfilling environment?

Since then, my Supply Chain adventure has continued as I love that it is analytic, includes long term planning, requires collaboration and is, essentially, a maths game. Later, I transferred my expertise to the leading Turkish telecom company, Turkcell, and led the category management and supply chain activities for "Trade Model Transformation" consumer electronic devices of all the operator's channels.

Today, I continue to share my knowledge of the Supply Chain arena by consulting, mentoring and providing training services to corporations and startup companies in the Turkish ecosystem.



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**Secil Ozekin Erdogan,**  
**SenkronCoach Management Consultant**  
**Engage & Grow Global Coach**

### What are you passionate about in SC?

Some of the things I especially love about my job:

- Supply chain is about balance, not dominance.
- Skills and traits that are typically defined as "female" are often the ones that are most beneficial when it comes to working in Supply Chain.
- Collaboration and the ability to effectively negotiate and work with multiple stakeholders is essential for smooth and efficient Supply Chain management.
- Success in Supply Chain requires collaboratively working to achieve a common goal, therefore, increasing female leadership is crucial for better, faster and more economic management of the Supply Chain.

### Which statement motivates or inspires you?

"There are no limits to what you can accomplish, except the limits you place on your own thinking..."

If you want to go fast, go alone, if you want to go far, go together."

