

Hüseyin Ulucay

Commercial Sales Leader | B2B New Business | Telecommunications

hueseyin.ulucay@googlemail.com

www.cv-hu.de



Curriculum Vitae

Commercial Sales Leader with more than 15 years of experience in building and developing B2B sales structures in the telecommunications and SaaS environment. Proven success in acquiring and developing business customers, leading teams of up to 40 employees, and managing revenue volumes of up to EUR 40 million. Strong focus on new business acquisition, KPI-driven sales management, forecasting, and the development of scalable sales processes across B2B and B2C segments. Strategic, solution-oriented and entrepreneurial approach with a hands-on mentality and confident stakeholder communication at all levels. Authentic, values-driven leader with strong intercultural competence.

CORE COMPETENCIES

- B2B Sales Leadership
- New Business Acquisition
- Revenue Growth
- Sales Strategy & Forecasting
- KPI-Driven Sales Management
- CRM & Process Optimization
- Team Leadership & Coaching
- Stakeholder Management
- Business Development
- SaaS & Telecommunications Solutions
-

Professional Experience

VODAFONE BUSINESS PREMIUM STORE STUTTART

Owner | Commercial Sales Leader | Franchise Partner

01/2019 – present

Strategic build-up and scaling of B2B and B2C sales structures in the telecommunications industry with P&L responsibility for EUR 5 million. Leadership of a B2B sales team consisting of seven Sales Managers, one Team Lead and one Inside Sales team, as well as a retail team with five Sales Managers and one Store Manager. Responsible for the development and execution of sales strategies to acquire and develop new and existing customers, KPI-driven management of the sales funnel, and the establishment of robust forecasting and reporting processes. Continuous optimization of sales processes through CRM systems and the further development of acquisition and after-sales approaches for sustainable customer retention.

Key Achievements:

- Built and expanded more than 5,000 active B2B and B2C customer contracts
- Opened and built up an own retail store, including the development of one Store Manager and a team of five Sales Agents
- Built an own Business Sales Unit with seven Sales Agents, one Sales Leader and two Inside Sales employees
- Structured further development of sales processes and KPI management
- Established a scalable sales approach across the Mid-Market and Enterprise segments, including structured lead management
- Positioned SaaS solutions in the SME and Enterprise segments through value-based selling methods and ROI-based business case calculations (RingCentral UC, Lookout MDM, Microsoft 365)

VODAFONE GMBH, STUTTART

Area Sales Manager (Field Branch Manager)

02/2018 – 11/2018

Full responsibility for managing multiple sales locations with disciplinary leadership of up to 40 employees, including local leadership teams. Responsible for annual revenue of approximately EUR 40 million as well as the operational and strategic development of sales activities to ensure target achievement. Conducted KPI-based analyses, forecasting and target-versus-actual comparisons to derive and implement effective performance improvement measures. Developed and coached managers and employees in close alignment with relevant internal Stakeholders.

Key Achievements:

- Sustainably ensured target achievement through structured KPI management
- Significantly developed local leadership teams and employees across the locations
- Optimized key sales and steering processes.

VODAFONE GMBH, ESCHBORN

Area Sales Manager (Field Branch Manager)

04/2016 – 02/2018

Responsible for managing and developing multiple store locations with leadership of Store Managers. Implemented sales strategies in day-to-day operations, analyzed performance KPIs and derived appropriate actions. Ensured compliance with quality standards. Led 32 employees with revenue responsibility of approximately EUR 29 million.

Key Achievements:

- Strengthened sales performance across multiple locations
- Sustainably improved key quality and performance indicators

VODAFONE GMBH, SHOP STUTT GART

Store Manager

11/2015 – 04/2016

Full responsibility for managing and developing a store with leadership of a team of 8 employees. Responsible for annual revenue of approximately EUR 10 million. Actively managed sales performance based on relevant KPIs, workforce planning and staffing, implemented sales promotion activities, and ensured smooth store operations.

Key Achievements:

- Sustainably increased store performance through targeted sales management
- Successfully developed the team with measurable improvement in sales results

ADDITIONAL PROFESSIONAL EXPERIENCE

Store Manager | Vodafone GmbH, Shop Karlsruhe (06/2014 – 11/2015)

Deputy Store Manager | Vodafone GmbH (04/2013 – 06/2014)

Sales Representative | Vodafone GmbH, Shop Ludwigsburg (01/2012 – 03/2013)

Sales Assistant | Vodafone GmbH, Ludwigsburg (11/2008 – 09/2009)

Education & Qualifications

Vocational Training in Retail (Kaufmann im Einzelhandel) | Vodafone GmbH, Stuttgart (09/2009 – 01/2012)

Further Training and Certifications (Selection)

Trainer Aptitude Examination (AEVO) | IHK Stuttgart (2019)

Area Sales Manager Development Program | Commax Consulting GmbH & Co. KG (2015)

Store Manager Development Program | Commax Consulting GmbH & Co. KG (2013)

Additional Information

Languages: German – native | Turkish – native | English – fluent

IT-Skills: MS 365 | HubSpot CRM | SAP