

Hüseyin Ulucay

Commercial Sales Leader | B2B New Business | Telecommunications

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Curriculum Vitae

Results-driven Commercial Sales Leader with more than 15 years of experience building and developing B2B sales structures in the telecommunications industry. Proven track record in winning 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-based sales management, forecasting and the development of scalable sales processes in the Mid-Market segment.

Strategic and solution-oriented approach, driven by entrepreneurial thinking and a hands-on mentality, with effective stakeholder communication at all levels. Authentic and values-based leader with strong intercultural competence, integrity and resilience, also in dynamic and challenging environments.

CORE COMPETENCIES

- B2B Sales Leadership
- New Business Acquisition
- Revenue Growth
- Sales Strategy & forecasting
- KPI Management
- CRM & Process Optimisation
- Team Leadership & Coaching
- Stakeholder Management
- Business Development
- Omnichannel Sales

Professional Experience

VODAFONE BUSINESS

Owner | Commercial Sales Leader

01/2019 – present

Strategic build-up and development of a B2B sales business in the Mid-Market segment, focused on telecommunications and SaaS solutions. Led a sales team of 7 Sales Managers, 1 Team Lead and Inside Sales. Developed and executed sales strategies to win new and grow existing customers. Active sales steering along defined KPIs and a structured sales funnel. Established forecasting and reporting processes to secure target achievement. Continuous optimisation of sales processes through CRM systems. Further development of acquisition and after-sales approaches for sustainable customer development. Revenue responsibility of EUR 5 million in own P&L

Key Achievements:

- Built more than 5,000 active B2B and B2C customer contracts
- Opened own retail store; developed 1 Store Manager and 5 Sales Agents.
- Built own Business Sales Unit with 7 Sales Agents, 1 Sales Leader and 2 Inside Sales
- Structured development of sales processes and KPI management
- Established a scalable sales approach in the Mid-Market segment
- Sold SaaS products into Mid-Market and Enterprise customers (RingCentral UC, Lookout MDM, Microsoft 365, Managed Devices)

Area Sales Manager (Branch Manager)

02/2018 – 11/2018

End-to-end management of multiple sales locations with disciplinary leadership of up to 40 employees, including leadership of managers at site level. Responsible for an annual revenue volume of approximately EUR 40 million. Operational and strategic development of sales to secure target achievement. Performed KPI-based analyses, forecasting and target-vs-actual reviews. Derived and implemented concrete actions to improve performance. Developed and coached managers and employees. Close alignment with relevant internal stakeholders.

Key Achievements:

- Sustainable target achievement through structured KPI management
- Significant development of managers and teams at site level
- Optimisation of core sales and management processes.

VODAFONE GMBH, ESCHBORN

Area Sales Manager (Branch Manager)

04/2016 – 02/2018

Responsible management and development of multiple store locations with leadership of Store Managers. Implementation of sales strategies in day-to-day operations. Analysis of performance KPIs and derivation of appropriate actions. Ensured compliance with quality standards. 32 employees and approximately EUR 29 million revenue responsibility.

Key Achievements:

- Strengthened sales performance across multiple locations
- Sustainable improvement of core quality and result KPIs

VODAFONE GMBH, SHOP STUTTGART

Store Manager

11/2015 – 04/2016

End-to-end responsibility for managing and developing a store with leadership of a team of 8 employees. Responsible for an annual revenue volume of approximately EUR 10 million. Active sales performance management based on relevant KPIs. Workforce planning and staffing. Implementation of sales promotion activities and ensuring smooth store operations.

Key Achievements:

- Sustainable increase in store performance through targeted sales management
- Successful team development with measurable improvement in sales results

FURTHER PROFESSIONAL EXPERIENCE

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

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

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

Part-Time 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 Certificates (Selection)

Trainer Certification (AEVO) | IHK Stuttgart (2019)

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

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

Additional Skills

Languages: German – native | Turkish – native | English – good written and spoken

IT Skills: MS 365 | HubSpot CRM | SAP | InVision