



# Yunus Emre Kaya

## Commercial And Export Manager - GCC & Europe

Senior Export & Commercial Director with 11+ years of cross-regional experience across Europe (Germany, Netherlands, Poland, Russia) and the GCC (UAE, Saudi Arabia, Qatar, Oman), specializing in fresh produce, FMCG, and B2B trade strategy. Proven record in driving export growth, optimizing logistics, and leading multicultural sales teams. Seeking leadership roles in the GCC or EMEA markets with a target compensation of USD 9,000+ per month, inclusive of housing and transport. Fluent in English and Turkish. Currently based in Kenya; open to relocation.

### KEY ACHIEVEMENTS

- Boosted export sales by 20% through strategic B2B outreach in GCC markets.
- Reduced operational costs by 25% via procurement and logistics restructuring.
- Closed 80+ high-value client deals from international trade fairs.
- Developed automated reporting system to improve financial visibility.
- Increased team productivity by implementing structured KPI monitoring.

### PROFESSIONAL EXPERIENCE

#### AAA Growers

##### Commercial And Export Manager - GCC & Europe

Sep 2024 - Present | Kenya, Kenya

- Leading highvolume B2B sales and export operations across Gulf Cooperation Council (GCC) countries, with tailored strategies for Saudi Arabia, UAE, and Qatar.
- Managing a diverse 9person team responsible for export compliance, international logistics, and regional client success.
- Overseeing endtoend documentation, customs processes, and food safety certifications to meet GCC regulatory standards.
- Developed digital and print marketing campaigns in English and Arabic to target culturally segmented buyer groups.
- Built and nurtured a strategic client base of importers and retailers across the Gulf, achieving recurring contracts and stable volume pipelines.
- Collaborating with internal procurement and forecasting units to align agricultural output with export cycles.

#### Lider Gıda

##### Commercial Manager

Mar 2024 - Sep 2024 | Antalya, Turkey

- Directed all international trade and commercial strategy for MENA and European markets, including Germany, the Netherlands, Poland, and Russia.
- Represented the company at leading trade fairs such as Gulfood (UAE) and Fruit Logistica (Germany), securing longterm buyer relationships.
- Designed multimarket pricing models factoring in import duties, logistics costs, and clientspecific MOQs.
- Improved delivery timelines through route optimization and closer coordination with thirdparty logistics in Europe and the Middle East.
- Restructured CRM pipelines to improve multilingual client engagement and regional sales cycle visibility.

#### Fex Fruit

##### Sales And Procurement Executive

Jun 2021 - Mar 2024 | Mersin, Turkey

### CONTACTS

- +254 797529482
- yemrekaya901@gmail.com
- 10 years 11 months
- Turkish
- English, Turkish
- Nairobi, Kenya

### KEY SKILLS

- Sales Business Development
- Marketing
- Accounts Management
- Procurement Management
- Logistics Management
- Export Management
- Export Sales
- B2B Sales
- Sales Business Development
- Business Development
- Supply Chain
- Social Media Marketing
- Digital Marketing
- Branding

### CERTIFICATIONS

#### Social Media Marketing Istanbul University

Does not expire

#### E-Commerce Fundamentals Istanbul Unii

Does not expire

#### Business & Financial Analysis Seneca University

Does not expire

#### Advanced Sales Techniques

- Managed exports to Europe (Germany, Netherlands, Poland, Russia) and the Gulf, developing growth strategies based on market intelligence and buyer trends.
- Customized seasonal promotion campaigns around European and Gulf consumption calendars, enhancing client engagement and order frequency.
- Negotiated contracts with regional suppliers to ensure highquality, traceable product sourcing tailored to different regulatory environments (EU vs. GCC).
- Streamlined procurement and delivery timelines based on dynamic demand analysis, increasing efficiency and client satisfaction.
- Oversaw coldchain compliance and documentation for sensitive product categories across longdistance routes.

**Farmer Express**  
**Business Development Executive**

May 2019 - Jul 2021 | Adana, Turkey

- Handled fullcycle trade documentation and customs coordination for clients in both GCC and European markets.
- Strengthened freight partnerships in Dubai, Rotterdam, and Hamburg to lower shipping costs and enhance lead times.
- Supported budget forecasts and crossborder supply coordination aligned with production windows.
- Created tailored quotations and offer sheets in multiple languages to meet regional compliance and buyer expectations.

**Frucpa Foreign Trade**  
**Supply Chain Manager**

Sep 2014 - Apr 2019 | Adana, Turkmenistan

- Conducted competitive market analysis and built new B2B relationships in emerging markets.
- Prepared and delivered product presentations for prospective buyers and trade fair attendees.
- Maintained comprehensive sales records and contributed to commercial report generation.
- Assisted export team with LC documentation, customs forms, and product labeling compliance.

**EDUCATION**

**MBA/PG Diploma in Business Mgmt - International Business**  
**Seneca University, Canada**

2015

**Bachelor of Business Administration - Management**  
**Cukurova Universiry, Turkey**

2013