



MEHMET ERGİN

Doctor of Philosophy in Family Business (PhD)

CMC (Certified Management Consultant)

Management, Strategic Planning and Strategic Management Consultant

Mehmet Ergin was born in 1969 in Mersin. He studied Economics at Istanbul University and completed his MBA in Business Administration, Production Management and Marketing.

In his academic career, Ergin also completed the Business Management, Institutionalization in Family Businesses (Becoming a System), Family Constitution and Human Resources Doctorate (PhD) Program, and in this way, he aimed to continue his mission of adding vision to the business world with the perspective of an academician as well as his professional experience.

Thesis and article study topics of the Doctorate (PhD) Program;

- The Strategic Effect of the Family Constitution in the Process of Institutionalization (Becoming a System) and Value Increase with Corporate Governance in Family Companies and Türkiye Research,
- Strategic Planning in Family Businesses, Strategic Management Practices and Türkiye Research.

He has successfully completed Tony Buzan's Mind Mapping Training programme, he was entitled to receive the International "Hands On Training" Mind Mapping Accredited Educator Certificate from Tony Buzan.

Mehmet Ergin, Philip Morris International and Sabancı Partnership MarSA Kraft Foods Industry and Trade Inc., Süttaş Milk and Dairy Products Industry and Trade Inc., he held middle and senior management positions at Türk Henkel Chemical Industry and Trade Inc and Indesit Company White Goods Production and Marketing Inc.

After his professional career, he worked as a Management Consultant, Consultant to the Chairman of the Board of Directors, Consultant to the Board of Directors, Member of the Consultancy Board, Consultant Member of the Board of Directors and Independent Member of the Board of Directors. He is very happy and pleased to be touching the life of Family Companies in Turkey with his Independent/Consultant Membership in the Board of Directors, which is seen as the trend solution of corporate governance support in the world and in Turkey.

<https://www.fmaakademi.org/mehmet-ergin>

AREAS OF EXPERTISE

- **Company Check Up (Organizational Climate Analysis) and Organizational Development Consultancy**
 - Organizational Improvement and Organizational Design, Workplace Conditions Assessment, Integrated Human Resources Systems.
 - Organizational Development and Leadership (Management) Academy-Human Resources Management and Management Systems,
- **Family Constitution and Family Business Constitution and Family and Family Business Institutionalization (Becoming a System) Consultancy**
 - The Strategic Effect of the Family Constitution in the Process of Institutionalization (Becoming a System) and Value Increase with Corporate Governance in Family Companies and Türkiye Research
 - Doctoral Thesis,
 - Strategic Planning in Family Businesses, Strategic Management Practices and Türkiye Research – Doctoral Thesis.
- **Future Planning Management, Heir Guidance and Generation Management Consultancy, Heir Consulting, Heir Coaching, Heir Mentoring**
 - Consulting for School Selection, Profession Selection and Specialization Field Determination through Mental Typology Analysis,
 - Heir Planning, Heir Determination and Heir Academies by means of Aptitude and Competency Analysis
- **Corporate Culture and Corporate Identity Constitution (Guideline)/ Corporate Culture Practices**
- **Corporate Communication Planning and Corporate Communication Strategy**
- **Institutionalization of the Company with Integrated Human Resources System and Management (Becoming a System)**
- **Strategic Planning and Strategic Management Consulting**
 - Analysis of Current Situation,
 - Strategic Management Plan and Administrative Capacity Building Programme,
 - Strategic Planning and Strategic Business Management,
 - Critical Thinking Management,
 - Project Management.
- **Strategic Marketing and Business Development Management**
 - Marketing, Marketing Academy, Commercial Marketing, Marketing Strategies, National and International Strategic Marketing Communication, Customer Relationship Management (CRM),
 - Brand, Branding and Brand Communication, Branding and Product Development, Brand Project Management, New Product Promotion,
 - Brand Management, Strategic Positioning and Brand Communication.
- **Strategic Sales, Sales Management and Customer Management (Domestic and Foreign Trade-Export),**
 - Customer Relationship Management (CRM) Consultancy,
 - Sales Academy I - Sales and Sales Organizations/Sales Team Leadership, Teamwork, Sales Team Building and Development,
 - Sales Academy II - Sales and Product Channels Management, Field, Logistics, Dealer, Wholesaler, Organized Retail, Chain Store Management, Key Customer Management and Development, Agency, Distributor, Agency Management and Improvement,
 - Retail Academy, Store Management, New Store Openings and Development, Strategic Positioning and Design Strategies for New Stores, Development of Store Designs.
- **Over Competitive and Blue Ocean Strategy and Türkiye Practices**
- **Corporate Governance Approach and Corporate Governance Practices,**
- **Entrepreneurial Leadership and Mind Codes of Entrepreneurial Leadership**
- **Quality and Efficiency Management in Production and Operation,**
- **Future Management (Futurism),**
- **Personal and Corporate Reputation Management**

Mehmet Ergin, whose greatest passion is to transfer his knowledge and experience in life and business to future generations, continues to add vision to business people and the business world with consultancy, mentoring, coaching and training services within the body of FMA Academy (Future Management Academy), which he founded as of 2013.

(<https://www.fmaakademi.org/mehmet-ergin>)

He has/is writing various articles and essays on his areas of expertise and interests, which are published and are being published in regional, national and international media. He writes articles in his personal blog on the FMA Academy website.

(<https://www.fmaakademi.org/blog>)

He specialized in the Family Constitution, which expresses the institutionalization of the family, especially in the institutionalization of family companies, by conducting research and examination studies.

-Strategic Planning in Family Companies, Strategic Management Practices and Türkiye Research, -The Strategic Effect of the Family Constitution in the Process of Institutionalization (Becoming a System) and Value Increase with Corporate Governance in Family Companies and Türkiye Research,

-Entrepreneurial Leadership and Mind Codes of Entrepreneurial Leadership,

-Above Competitive and Blue Ocean Strategy and Türkiye Practices

There are book studies on the subject, which are prepared to be published soon.

With his interest in nature, he grows trees and plants in his private hobby gardens and carries out nature walks. It takes active roles and/or continues to be instrumental in social responsibility projects.

Ergin is married and has two children.

PLACES HE WORKED

- Independent Memberships of the Board of Directors, Consultancy Memberships of the Board of Directors, Consultancy to the Chairman of the Board of Directors, Consultancy Board of Directors and Consultancy Board Memberships in various companies and institutions,
- FMA Future Management Academy / Adana – Founding/Managing Partner
- FMA Future Management Academy / İstanbul-Adana Karya Management Consulting, Managing Partner, Management Consultant
- Whirlpool Corporation/İndesit Company White Goods Marketing Inc., Major Customers Sales Manager
- Türk Henkel Chemical Industry and Trade Inc., Traditional Channel Sales Manager
- Euroil Fuel and Energy Inc., Board of Directors Management and Organization Consultant & Sales and Marketing Manager
- Süttaş Milk and Dairy Products Industry and Trade Inc., East Turkey Traditional Channel Sales Manager
- MarSA Kraft Foods Sabancı Food Industry and Trade Inc., Regions Group Manager
- Lebib Yalkın Publications Inc., Customer Representative

PERSONAL INTERESTS AND MEMBERSHIPS:

- YDD Membership – Management Consultants Association of Türkiye
- PERYÖN Membership – Human Management Association of Türkiye
- TKYD Membership – Corporate Governance Association of Türkiye
- Futurists Association Membership of Türkiye
- IFMC Membership - Istanbul University Faculty of Economics Alumni Association of Türkiye