

## TARIK TAYFUN, THE GENERAL DIRECTOR OF EVYAP RUS:

# “RUSSIAN MARKET OFFERS HUGE BUSINESS OPPORTUNITIES FOR EVYAP”

TARIK TAYFUN UNDERLINES THE FACT THAT A YOUNG AND DYNAMIC TEAM THAT IS STRONG IN TERMS OF CREATIVITY WORKS AT EVYAP RUS, THE FIRM HE HAS BEEN LEADING SINCE OCTOBER 2017.



### Mr. Tayfun, could you please introduce yourself?

I was born in Diyarbakir, in 1969. I was born to a family composed of a law professional father, and a primary school teacher mother. I am a graduate of Boğaziçi University, Department of Business Administration. I had my MBA from the University of Wisconsin - Madison. My wife Sevim is a pharmacist, and we have a seven years old daughter and a three and a half years old son.

### How did you venture into the business life? How did your career develop till Evyap?

My work life began as a financial affairs officer at Anadolu Group. In 1996, I was appointed to Kazakhstan, as the Director of Finance for Coca-Cola Almaty Bottlers. In 1998, as Coca-Cola's operations for Kazakhstan and Kyrgyzstan were combined under a single center of management, I assumed the responsibility for the financial affairs for both countries. In 1999, I assumed the position of Country Director for Turkmenistan, reporting to Ronald W. Jones, the President for the Central Asian Region, working under Muhtar Kent. The company gave me its blessings for an MBA at University of Wisconsin - Madison in the US, and following my masters studies, I worked at Best Buy with its headquarters in Minneapolis. In 2006, I returned to Coca-Cola once again, and I worked as the Country Director for various Middle Eastern countries. During my tenure at Coca-Cola Beverages, I directly served as the project officer regarding the procurement operations of one of the leading bottling groups in Southern Iraq.

### How and when did you get acquainted with Evyap? What kind of place Evyap occupies in your life?

I joined Evyap in November, 2013. My career mostly focused on foreign multinationals. Serving as a part of an institution which owes its essence and roots to our lands is a source of joy and pride. Through my 25 years of career, including five years with Evyap, I spent a total of 15 years outside Turkey. I think certain skills develop further as a result of working in international geographies and as part of multi-cultural structures. I work for the goal and with the awareness of making the utmost contribution to our group and our brands in this context.



### For how long you have been an employee of Evyap Rus? Could you please provide a brief summary of your responsibilities at Evyap Rus?

Till October 2017, I have served as the General Director for Emerging Markets and Exports. I had been working in that capacity till October 2017, when I was appointed as the General Director of Evyap Rus. Since October 2017, I have been serving as the General Director of Evyap Rus. I am responsible with Evyap's commercial operations in Russia and Belarus. Evyap has a long history in these lands. We are the segment leaders in pre-shave and personal hygiene categories, with our brands Arko, Duru and Fax leading the way. We have a strong presence with all federal chains, and 80 percent of the regional/local chains. Moreover, with 67 dealers, we have an extensive distribution network spanning the conventional channel. In terms of the trade team and the headquarters functions, I work with a young and dynamic team that is strong in creativity.

### What would you say to summarize Evyap's position in Russian market?

Our operations cover a very extensive geography. That is why a busy travel schedule is virtually a must. In the last nine months, we visited very distinct geographies from the western edge of the geography to the eastern-most fringes of the land during customer-market visits. We notice huge business opportunities for Evyap. We will do our best to convert the potential and the opportunities to earnings.

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