

İletişim Bilgileri

aysegorucu65@gmail.com

www.linkedin.com/in/aysegorucu
(LinkedIn)

En Önemli Yetenekler

SAP Implementation
Business Development
Project Management

Languages

Italian (Professional Working)
Turkish (Native or Bilingual)
English (Full Professional)
German (Elementary)

Certifications

NLP and Professional Coaching
Process FMEA
Environmental Management System
Auditor
Blockchain for Developers:
Hyperledger Fabric on Azure
ISO/TS 16949 Internal Auditor

Honors-Awards

Search for Dead Stock and Sales
Items
Business Improvement
Manager of the Most Creative
Suggestions Given Department
Lean Manufacturing Training
Scholarship & Award
Most Creative Suggestion and
Applied Staff

Ayşe Görücü

Founder, Trainer, Supply Chain, Digital Transformation and Business
Excellence Consultant

Bursa, Türkiye

Özet

Management consultant for digital transformation and business excellence, project manager (software implementation, co-design, lean manufacturing, digital transformation, supply-chain management professional and coach with over 30 years of experience in international and well-known companies such as Fiat Chrysler Automobiles, Coşkunöz Holding, Magnetti Marelli, Seger and TAI in positions such as Purchasing Specialist For Suspension Parts, SAP MM Implementation Consultant and Business Analyst for Improvement of Purchasing and R&D, Production Planning and Logistic Manager, Planning Manager (Tooling Plant), Project leader, Purchasing and Logistics Specialist, Purchasing Manager and Senior Technical Buyer.

Actively providing digital transformation consultancy services at Rahuda as the Founder, business partner of Infinity QS and Digital Transformation and Business Excellence Consultant at İdealkoç Consulting & Training.

As a consultant who is highly experienced in automotive (OEM, TIER1), rubber and aerospace industries regarding production, digital transformation, business analysis, process improvement, purchasing, procurement, information technology, new product implementation and manufacturing able to bring proven success in enhancing productivity and implementing innovative solutions via the wide understanding of ABAP and SAP. Fast learner with an ability to analyzing & time management skills who has also speaks four languages Turkish, Italian, English and German.

Experienced in Strategy Design meeting such as Business Expectation Meetings with managers, directors and CFO regarding SAP implementation at Fiat Chrysler Automobile, Turkey; KPI meetings as the Manager of Tooling Plant, Manager of Logistics in

Coşkunöz A.Ş. as well as project milestones meeting in England for Range Rover T5 project.

Proven success and experience as a consultant regarding SAP for 2000 user in Fiat Chrysler Automobiles in Turkey, implementation for global team of SAP consultants located in Accenture, Italy; FCA, Global IT team; FCA, Turkey; Detaysoft, Turkey; Uniteam, Turkey as well as the business managers, CFO and Purchasing Director.

Deneyim

RAHUDA Real Valuable Data

Trainee| Consultant | Leadership, Supply Chain, Digital Transformation, Lean Management, Founder

Mart 2017 - Present (6 yıl 5 ay)

Istanbul, Turkey

While the dynamics of the business world are changing rapidly, companies should predict these changes and restructure themselves. While this restructuring is sometimes limited only by the improvement of internal processes, sometimes it involves the restructuring of the company with a new vision and mission in the 3-5 years period in line with both external and internal dynamics.

Provide consultancy and training regarding;

- Strategic planning to fulfill targets,
- Digital transformation
- 4th Industry Revolution
- Data Management
- Machine Learning
- Software project implementation ,
- Co-design project management,
- IT project implementation,
- Supply chain improvement,
- SAP implementation,
- Lean manufacturing,
- Value stream mapping to improve processes,
- Brain mapping to reach real and accessible target,
- Negotiation for optimum partner relationships,
- Purchasing process improvement,
- Supplier process improvement,

- Saving procedures,
- Suspension co-design parts,

Practices and techniques that is preferred during restructuring are; PEST analysis, SWOT analysis, SWP analysis, Porter's five power analysis, strategic filters, value stream mapping, strategic planning, improvement of basic financial metrics (return on investment (ROI), net real value (NPV))

Apart from strategic planning, we also provide short-term project supports within the scope of process improvement. These are; Improvement of internal processes (Value flow analysis), planning of improvement projects with current SWOT analysis, consultancy for commissioning of Co-design projects.

Should you require more information please contact us on:

www.rahuda.com

Karsan Automotive

Purchasing Consultant

Mart 2022 - Aralık 2022 (10 ay)

Bursa, Turkey

Sourcing for new project parts, search for suppliers , contract management, negotiation, strategic purchasing.

InfinityQS International

Business Partner

Temmuz 2020 - Eylül 2022 (2 yıl 3 ay)

İdealkoç - İdeal Kurumsal Hizmetler San ve Tic. Ltd Şti.

Digital Transformation and Business Excellence Consultant

Ekim 2020 - Eylül 2021 (1 yıl)

Acting as Business Excellence Consultant and Trainer at İdealKoç by providing training and consultancy regarding digital transformation, company coaching, management consulting, business excellence and development, process improvement, strategic development planning, transformation projects, value chain management, etc.

Also acting as a Digital Transformation Consultant at İdealkoç by analyzing and implementing new information technology solutions that will meet the business needs of organizations while increasing its efficiency and effectiveness.

Provided Training topics;

Strategic Management, Management by Goals (Hoshin Kanri), Strategic planning, Lean Management, Value Management, Management with A3, SWOT Analysis, Project Management-Oobeya, Lean Techniques, Value Stream Management (VSM) ,Visual Management, Leadership Development, Communication Techniques and Body Language, Conflict Management, Management Skills, Lean Leadership, Change Management, We Lead, We Are Team, Lean Thinking and Development Management, Quality Systems, DFMEA, PFMEA, On-Site Quality Systematics, Poka Yoke Error Prevention Systems, Pull Type Shipment Management, Supply Chain Management.

TOFAŞ Türk Otomobil Fabrikası A.Ş.

6 yıl 2 ay

Purchasing Specialist for Suspension Parts

Ekim 2013 - Nisan 2016 (2 yıl 7 ay)

Bursa, Turkey

- Positioned as Purchasing Specialist for Suspension Parts at Fiat Chrysler Automobiles (TOFAŞ) which has 8500 employees and revenues of \$4 Billions by managing the purchasing the co-design and standard parts for chassis suspension parts, steering systems, sliding door mechanisms, glass channels, door rails and crash boxes as well as managing the price and asset purchasing for design changes in co—design and standard part while reporting directly to the manager and company executives,
- Researching potential suppliers for new vehicle projects from the point of timing, budget and cost engineering targets by comparing and evaluating offers from suppliers, analyzing the production volume, compatibleness to long-term agreement specifications as well as long-term pricing approach of the prospective supplier with a vision & planning at least for 5 to 10 years,
- Managing a turnover of €540 Million which includes purchased goods from subcontractors, import suppliers and local suppliers while sourcing new parts and contracts from different contractors,
- Purchasing goods, materials and services to ensure that the company operational needs are met, taking into account price, quality and delivery and to ensure continuity of supply as well as developing and maintaining a strong foundation of function skills and knowledge of relevant purchasing and sourcing concepts.
- Developing ideas and strategies to improve operational efficiency, adding value, enhancing business performance and working towards a strategy of continuous improvement while negotiating contracts, improving prices and

terms of business with suppliers and reviewing opportunities to make business savings.

SAP MM Implementation Consultant and Business Analyst for Improvement of Purchasing and R&D

Mart 2010 - Ekim 2013 (3 yıl 8 ay)

Bursa, Turkey

- Acting as the SAP MM implementation consultant and business analyst for improvement of purchasing and R&D at Fiat Chrysler Automobiles (TOFAŞ) which is Turkey's fifth biggest industrial enterprise with 450K annual vehicle production, on 1,000,000 square meters of operational premises,
- Providing consultation regarding SAP MM by coordinating the SAP MM upgrade of indirect procurement module and customizing direct procurement module as well as supporting SAP FI, SAP PL, SAP PS modules processes while advising the users regarding the going live process and preparing user manuals,
- Analyzing the procurement process and research and development activities to improve process flow by providing new programs or updating the programs, preparing the program process flow, providing expert knowledge and guidance regarding the architecture of the program language,
- overseeing the vendor management program software building process which has been done by a subcontractor; coordinating the architecture tests, user tests and user documents of programs developed inhouse or outsourced,
- making benchmarking for Fiat Italy regarding the design change program by practicing of comparing business processes and performance metrics to industry bests and best practices from other companies.

** Examples of performed programs are SAP MM special programs for price change management, asset management system, cost reduction system, cost estimate system.

Coşkunöz Holding

7 yıl 11 ay

Production Planning and Logistics Manager

Şubat 2008 - Şubat 2010 (2 yıl 1 ay)

Bursa, Turkey

- Managing the production, capacity plan, logistic and warehouse strategies and teams by developing effective strategies to increase production efficiency and output as well as creating a better workflow that uses company resources more effectively also establishing and monitoring specific supply chain-based

performance measurement systems in the mass production plant with 2500 employees and revenue of \$0,5 Billion,

- Implemented development strategies by merging the logistics and warehouse teams, improving SAP MRP and warehouse management, developing Kanban systems between the supplier and the company while ensuring efficient time management and project management aiming top product quality and customer satisfaction, as well as achieved reducing the costs of airfares & logistics costs,

- Managed various projects in this period such as Value stream mapping for production lines and office workings by five different team. Make VSM optimization by five different improvement projects,

- Integrated carefully crafted programs in to SAP to utilize the production more dynamic by customizing the SAP modules and improved the inventory adjustments & reports.

** Awarded for best value due to minimized extra transport from company & Vibrouacoustic Germany.

Planning Manager (Tooling Plant)

Ocak 2005 - Ocak 2008 (3 yıl 1 ay)

Bursa, Turkey

- Overseeing the production plans, strategies and implementing them while following up the production plan for tool design, machining workshop, tool production workshop and outsourced tools production line by managing the tooling manufacturing planning process from design to production,

- Supervising the requirements for production by scheduling capacity plans and managing the capacity planning of the plant as well as the supplier's production lines if it is compatible with the tooling projects plans,

- Overseeing various special projects during this period such as; Value Stream Mapping for whole flow of tooling production with Lean Enterprise Institute, mold production process improvement by lead time, capacity management, layout and production plan, realization of Side Quality Management,

- Managing the planning process for mold manufacturing end-to-end from the design to manufacturing & mass production phase by designing schedules for production line as well as providing process improvement swiftly as well as for long-term planning,

- Designed a project management program via Microsoft Access by interfering the Project Management in collaboration with a team member who is an engineer and as a result of the implementation created an easy to update program structure.

****Leading an award winning and productive team and selected as the team that gives the most creative suggestions**

Project Leader

Nisan 2002 - Ocak 2005 (2 yıl 10 ay)

Bursa, Turkey

- Acting as the Project Leader at Coşkunöz A.Ş. regarding the Land Rover 25 semi-finished chassis parts in collaboration with GKN company's project leaders regarding the subframe projects from design, mold design, to prototype and mass production as well as following up the project by Ford APQP documents and KPI's,
- Also managed additional projects such as design change and improvement of Ford Transit vehicles and co-design of vehicle control arm for Fiat 148 codesign project,
- Carrying out design & tooling failure modes and effects analysis in collaboration with the company team as well as the GKN company team while following up the tooling manufacturing (casting & machining) that are carried by the vendors,
- Managing the prototype product processes such as purchasing prototype tooling from vendors in Turkey, Italy and UK regarding the project time, cost and delivery; getting approval for the prototype parts, managing design changes of the prototypes and following up the trial test of production tools such as manufacturing, measurement, operation plan etc.,
- As the professional who understands the customers' expectations the best regarding the parts in responsibility, providing training for the employees who are assigned in production line to ensure the maximum quality and smooth business flow,
- Preparing the PPAP – production part approval process – documents with the team, taking production approval for the first trial parts from production line of GKN company as well as taking overall production approval and following up the production line If the timing and quality are in line with customers' expectations.

Marelli

Purchasing and Logistics Specialist

Ocak 1998 - Mart 2002 (4 yıl 3 ay)

Bursa, Turkey

- As the Purchasing and Logistics Specialist at MAKO Magnetti Marelli which is one of Turkey's largest automotive supply industry company overseeing the planning of material requirements of production, purchasing production parts

and providing cost & quality improvements as well as generating and following an annual material requirement budget,

- Creating a daily, weekly and annual production plan for the production targets of the company with a specific target and strategy, and ensuring that production is done on time and trouble-free,
- Identifying the best supplier, getting the best price at the desired quality & terms while maintaining a group of strategic suppliers, negotiating terms with the identified suppliers such as price, quality of goods, deadlines and expectations as well as creating purchase orders and tally these with supply requests & orders,
- Monitoring and analyzing the inventory & flow of goods while following up the production plan changes and providing material supplies in view of the changes & implementations,
- Providing planning of material requirement of production by MRP reports as well as managing the inventory for supplied parts in warehouse & supplier.

Hema Endüstri

Purchasing Manager

1995 - 1996 (1 yıl)

Tekirdağ, Turkey

- Positioned as the Purchasing manager at Hema Endüstri A.Ş. which is one of Turkey's leading global companies; producing for Automotive, Tractor, Construction Machinery, Aviation and Defense industries by establishing purchasing strategies, searching vendors, getting quality approvals from licensees and overseeing the trial productions as a part of a team with 4 other managers,
- Establishing purchasing strategies and targets which ensures the applicability of the purchased materials while evaluating the suppliers in line with quality, price, deadline and capacity needs,
- Determining suitable vendors from Turkey or internationally if needed for the factory which was a newly-established company at that time to produce brake systems for vehicles as well as providing allocation studies by making product distribution plans in a way to ensure that the right product is at the right time, at the right amount, at the right location with the right price in order to ensure customer satisfaction, increase efficiency and maximize profit,
- Identifying suppliers by evaluating the products, services and the quality on the end product that is provided with the trial production in the factory, after the identification determining the prototypes and following up the quality and approval processes as well as getting the quality approvals from licensee for locally produced parts.

SEGER A.Ş.

Purchasing Manager

1992 - 1995 (3 yıl)

Bursa, Turkey

- Acting as the Purchasing Manager at Seger A.Ş. which is the supplier of the most important brands of the automotive industry and the first business partner that comes to mind in safe horn production with 200 employees and \$0,1 Billion revenues; by acting as the responsible for the purchasing department who conducts research in accordance with the goals and projects determined by the company, guiding the personnel in the field of purchasing, supporting the growth of the company by using money in the most economical way with the principles of accuracy and transparency,
- Carrying out configuration activities on private ERP program to calculate import and local part requirements to ensure a smooth and profitable business flow by purchasing adequate materials and performing need analysis,
- Conducting research on the basis of suppliers in domestically or internationally for materials, receiving offers from suppliers and evaluating the offers; after the decision regarding which company will be the most affordable & high quality, negotiating and signing agreements in terms of cost, delivery and quality, as well as after purchasing following up the deliveries and KPI's to ensure the smooth business flow and make necessary arrangements if needed,
- Supporting the installation line of the semi-automatic product line by preparing the current situation presentation, consulting with the suppliers for the line, taking the proposals within the technical specifications,
- Generating and overseeing the necessary documentation such as import and export documents & business contracts as well as tracking the publications of Exporter's Association to seek new customers and making new business agreements.

Turkish Aerospace

Senior Technical Buyer

1990 - 1992 (2 yıl)

Ankara, Turkey

- Positioned as Senior Technical Buyer at TAI which as established on June 28, 1973 under the auspices of the Ministry of Industry and Technology in order to reduce the foreign dependency in defense industry of Turkey by carrying out procurement activities of necessary equipment and devices for the production lines of F16 aircrafts in scope of technical contract,

- Screening and evaluating suppliers to choose the best materials and product for the company in order to enhance the quality with strong analytical and negotiating skills; also purchasing fasteners used in production from licensee,
- Researching products and purchasing for technical machines, equipment & tools as well as preparing the required technical and procurement documents.

Eđitim

The University of Manchester

Master of Business Administration - MBA, Business Administration and Management, General · (1994 - 1996)

Orta Dođu Teknik Üniversitesi / Middle East Technical University

Bachelor of Engineering - BE, Mechanical Engineering · (Eylül 1983 - Haziran 1989)