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## Serdar D. BARUT (SMMM/CPA)

### Professional Experience

#### **2014/01-2015/03 Damco Uluslararası Tasimacılık ve Lojistik A.S. (The Maersk Group Company)**

##### **Chief Financial Officer – East Med Area**

Managing Finance & Accounting with a team of 6 white collar (1 Finance Manager of Bulgaria, 1 Financial Controller, 1 Chief Accountant, 1 A/R Specialist, 1 A/P Specialist, 1 Fin. Ops. Specialist) and 3 Blue Collar.

- Managing the finance team in daily and monthly operations.
- Ensuring all financial reporting is prepared and submitted accurately within agreed time frames in line with Local Statutory and IFRS.
- Managing relations with the Law Offices, Shareholder's and Government Offices.
- Developing tools and preparing reports to provide financial and operational information and make actionable recommendations on both strategy and operations.
- Making short & long-term budgetary planning and costs management in alignment with the company's strategic plan.
- Implementation of e-Invoice and e-Ledger software integrated with SAP
- Finance stakeholder at implementation of Kewill (new global software for Damco) and integrated with SAP.

*Reporting to CEO of Turkey and CFO of Europe Region. East Med Area consists of Turkey, Bulgaria, Romania and Georgia.*

#### **2007/11-2013/11 Turkey Yellow Pages LLC (Yellow Medya) Finance Director**

Managing Finance and Operations. (Finance & Accounting, Procurement, Human Resources, Office Administration) with a team of 5 people.

- Managing the finance team in daily and monthly operations.
- Ensuring all financial reporting is prepared and submitted accurately within agreed time frames.
- Developing tools and preparing reports to provide financial and operational information and make actionable recommendations on both strategy and operations.
- The preparation and analysis of Management and Board Reports.
- Making short & long-term budgetary planning and costs management in alignment with the company's strategic plan.

- Managing HR related operations and hiring senior employees.
- Managing relations with the Law Offices, Shareholder's and Government Offices.
- Managing procurement process and office administration.

Reporting to CEO and Finance Director of the Al-Wahda Express Group (Dubai) and Managing Director of Turkey.

I've been working at Turkey Yellow Pages LLC since founding of the company and involved in all of the operations. Managed some of them and contributed to most of them.

I've been the Legal Company Manager and the Authorized Signatory of Turkey Yellow Pages LLC for five years.

**2007/01-2007/11      *T Market Teknoloji Ürünleri Ticaret A.Ş.*  
Chief Finance Officer**

Managing Finance and Accounting Team of 5 people for;

- Daily Cash-Flow and Bank Operations.
- Accounts Receivables and Payables.
- Ensuring all financial reporting is prepared and submitted accurately within agreed time frames.
- Legal operations for Import Goods.
- Preparing reports for Managerial Accounting.
- Reporting to GM and Board.

**2005-2007      *Self Employed*  
Finance Manager – Partner**

**2000 - 2005      *Bilgitaş Teknik Servis ve Tic. A.Ş. (Kyocera)*  
Finance Manager**

Managing Finance Team of 8 people.

- Coordinating relations with Financial Institutions for Sales Projects, Credit and Leasing Lines.
- Managing finance team for 1. Account Receivables and Collection Process, Payables, tracking Bad Credits 2. Preparing and controlling Budget 3. Managing and Tracking sub-leasing operations 4. Controlling sales premiums for Sales Team of 30 people.
- Controlling and pre-approving of Sales contracts.
- Reporting to GM and CEO on Financial Issues.

**1997 – 2000      *Interbank A.Ş.*      *Istanbul, Turkey*  
Internal Auditor**

Member of Internal Audit Team of 15 people.

- Coaching for audit team of 2 people during Audit process at Branches.
- Controlling all banking processes and operations according to legal

	<p>decrees and written procedures of the Bank.</p> <ul style="list-style-type: none"> <li>Analyzing loans for risk and financials.</li> <li>Preparing HR report of the Branches and HQ Departments about performance and organizational structure.</li> <li>Making investigations on demand from Audit Manager for cases contrary to law or procedures.</li> </ul>
<b>Certificate</b>	<b>SMMM (CPA) in Turkey (ISMMO – TESMER) 2006</b>
<b>Courses &amp; Trainings</b>	<p><b>Courses taken (date descending order):</b></p> <ul style="list-style-type: none"> <li>Preparation course for SMMM (CPA) exams. (3 months) – Y2006</li> <li>IAS and Reporting Techniques – Y2005</li> <li>How to Make and Control Budget – Y2003</li> <li>Microsoft Access 2.0 (Basic) – Y2000</li> <li>Communication Skills</li> <li>Monetary Policy and Analysis of C.B. Balance Sheet – <i>Deniz Gökçe</i></li> <li>Microsoft Excel (Advanced-Macro Programming)</li> <li>Financial Mathematics</li> <li>Tracking and Analyzing Macroeconomics Indicators – <i>Uğur Civelek</i></li> <li>Analysis of Financial Tables</li> <li>Quantis Banking System-Basic Operations’ Module</li> <li>Analyzing Yourself, Personal Improvement and Relations</li> <li>Credit Analysis for Internal Auditors</li> <li>Prime Bank Instruments &amp; Forms of International Fraud</li> <li>Loans of Foreign Currency</li> <li>FX and Money Markets (Advanced)</li> <li>Export Operations in Banking System</li> <li>Interbank A.Ş. 25<sup>th</sup> Management Trainee Program (4,5 months) – Y1997</li> </ul>
<b>Education</b>	<p><b>1993 – 1997 Middle East Technical University, Turkey</b></p> <p><b>B. Sc. in Economics</b></p> <ul style="list-style-type: none"> <li>Lab. Hours of ‘Econometrics’ and ‘Introductory to Computer Applications’ were given as student assistant.</li> <li>Graduation Thesis was given on ‘Currency Substitution’ at Course of Monetary, Theory and Policy.</li> </ul>
<b>Languages</b>	<ul style="list-style-type: none"> <li>English, advanced</li> <li>German, beginner</li> <li>Turkish, native</li> </ul>
<b>Computer Skills</b>	<ul style="list-style-type: none"> <li>MS Office Programs (MS-Word and MS-PowerPoint are advanced; MS-Project are good)</li> <li>MS-Excel – Power user with macros</li> <li>Programming (Visual Basic and SQL)</li> <li>Accounting Software – LOGO Business Solutions (Tiger Enterprise, Unity and Navigator, advanced)</li> <li>SAP - FI/CO – good</li> <li>Hyperion</li> </ul>
<b>Interests &amp; Activities</b>	<p>Photography &amp; Cinema</p> <p>Architecture</p> <p>Travel</p>
<b>Birthplace, Age,</b>	<p>Elazığ, Turkey</p> <p>1973 June – 44 years old,</p>

**M.Status**

Married, 1 Child

**Compulsory  
Military Service**

Completed in 1999, November

**References**

Ali Küçük – Kastamonu Romania SA – Director of Finance, Accounting & Legal Affairs  
Mahir Tüzün – Arvato Turkey – Senior Sales Executive  
Muzaffer Güneş – Güneş Süt Gıda San. Tic. Ltd. Şti. – Chairman of BoD  
Trevor Nadeau – Local Knowledge FZE – Managing Director