



# SEVGI CINAR

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## PROFESSIONAL SUMMARY

**Dynamic and Results-oriented Supply Chain and Logistics Leader** with over 20 years of extensive experience in transforming and optimizing operations across diverse industries, including consumer goods, pharmaceuticals, and logistics. Proven expertise in leading large-scale logistics organizations, with a successful track record in strategic project management, operational excellence, and innovative problem-solving.

**Digital Transformation Leader who is skilled in developing and executing visionary supply chain strategies** that drive efficiency, reduce costs, and enhance customer satisfaction. Adept at leveraging advanced technologies, such as machine learning and data analytics, to inform decision-making and improve operational performance.

**High Performance Enabler across teams who is Known** for fostering a collaborative and high-performance culture, mentoring teams to achieve exceptional results and nurturing talent within organizations. Demonstrated ability to navigate complex challenges, manage crises effectively, and lead cross-functional initiatives that enhance service levels and operational capabilities.

## ACHIEVEMENTS

- Led >\$2B sales and manufacturing supply fulfillment throughout entire sales and operations planning (S&OP)
- Led Customer-centric Direct to Consumer End-to-End transformation project for the Region, to improve business critical service requirements for customer to achieve 5% sales growth from Direct-to Consumer channel.
- Directed \$160M in logistics spend, generated \$10M+ in cost-savings, and delivered forecasting and analysis for multimillion-dollar growth. (Year 2024)
- Built a talent management roadmap that enabled to fill open positions within organization by 80%. Transformed all teams she worked with by 40% higher performance and potential.
- Voluntarily coached and mentored +40 people in BSH and 50% of people had promoted, 95% resulted in higher engagement and unlocking potentials.
- Promoted from Manager to VP within 6 years.

## PROFESSIONAL EXPERIENCE

**BSH Home Appliances – Bosch Group, Irvine, CA**

*Vice President Supply Chain and Logistics / Region North America*

(2023-Current)

Lead, all facets of the supply chain operations for North America, including the demand planning and S&OP process, scheduling and alignment of finished goods warehousing, transportation, freight, and parts and accessories planning. Developing and execute a strategic and consumer driven end-to-end transformation and optimization of network, while driving capability oriented to the future. (\$ 2B Turnover, \$180 M Logistics budget, ~Team of 300 people, 3 countries)

### Achievements:

- Improved Forecast accuracy by 35% with better service levels and increased reliability by improved S&OP Process and collaboration with Sales and Business Units.
- 122% overachievement in Logistics Cost Savings in 2024.
- Established process for Container Planning Tool and improved Demurrage and Storage Costs by 85%.
- Redesigned inventory strategy resulted in 63% improvement in Customer Compliance Fees and 15% less inventory.

**BSH Home Appliances – Bosch Group, Istanbul, Turkey**

*Head of Supply Chain and Logistics / Region Emerging Markets*

(2021/01 – 2023/05)

Leading the Supply Chain and Logistics organization, reporting to the area president, with direct responsibility for Supply Chain and Logistic strategy definition and implementation within the Region Emerging Market (Turkey/Mea/Cis/India/Asean) (120 M EUR budget, ~Team of 1500 people, 9 countries)

## CORE COMPETENCIES

- Transformational Leadership
- Cross Functional Collaboration
- Operational Performance
- Strategic Planning and Execution
- Customer Centric Approach
- Operational Excellence
- Innovative Problem-Solving
- Coaching and Mentoring
- Change Management
- High Engagement Culture
- C Level Presentation

## AWARDS

- **AI Supported Damage Detection Project** : IDC CIO Awards-Future of Work-Human Machine Collaboration
- **Container Yard Management** : BSH Global Award on Best Start Up Collaboration (People’s Choice)
- **Green Logistics Project**: Turkey Sustainable Business Awards in Supply Chain Category 2023

**Achievements:**

- Redesigned the end-to-end order-to-deliver process flow to improve performance and achieve end to-end visibility and traceability with fully synchronized front-end and back-end.
- Redesigned logistic network strategy implementing end-to-end DDMRP and Big Data solutions to achieve logistic lead time and cost reduction and available to request improvement.
- Improved online-sales service performance enabling an omni-channel strategy with online and offline complementing and leveraging on each other.
- Achieved 98% available to promise, 50% order-to-delivery lead time reduction, one day delivery to order with end-to-end visibility and tractability to consumer for online channel.

**BSH Home Appliances – Bosch Group, Istanbul, Turkey** (2019/08 – 2021/01)

*Local Distribution Manager*

- Ensured on time (95%), in full (100%) and cost effective (-5%) dispatch of products sold to Turkish Market and distribution of products to end customers via home delivery.
- Improved Exchange Process Lead Time from 12 days to 3 days by new inventory and delivery strategy.
- Managed operations during Pandemics that no disturbance to Business Continuity by proactive operations and inventory planning, Turkey overachieved TO targets during Pandemics.

**BSH Home Appliances – Bosch Group, Istanbul, Turkey** (2017/01– 2019/08))

*Logistics Network Development Manager*

- Implemented Planning tool to improve quality of capacity planning for Finished Goods and Material Logistics
- Completed tenders for transport and external warehouses tenders with total saving 10%.
- Lead Logistics Cost Saving Initiatives and adapted more than 50 new projects that led to 3 Mio EUR Saving

**SANOFI, Istanbul, Turkey** (2013-06 – 2017-01)

*Head of Distribution / Turkey& Middle East*

- Built and implemented roadmap to optimize distribution costs logistic and warehousing in region and delivered 12% improvement in cost/ unit.
- Leading Strategic initiatives as building Local DC Projects (Iraq & Pakistan), Joint Venture Creation (Saudi Arabia), Process Improvement (destruction and service level agreements)

**DHL Supply Chain, Istanbul, Turkey** (2009-10 – 2013-06)

*Procter Gamble Regional Operations Manager*

- Led regional operations Turkey and South Africa, customs regulations, 3rd party management, end to end KPI management, process improvement and cost saving projects.
- Achieved cost saving by 10% of total logistic budget target every year
- Managed customer satisfaction with 99 % level
- Operational excellence level increased by 30% by end-to-end KPI management.

EDUCATION

**MBA Degree, 2010: Business Administration, Galatasaray University - Turkey**

**Bachelor’s Degree, 2003: Political Science, Hacettepe University – Turkey**

**Certification 2021: Accredited EMCC Coach**