

# ÇAĞIL ÇAĞLAR

## Senior Management Engineer Business Development Specialist

As a graduate with a Master's degree in Business Engineering from Istanbul Technical University, I have gained comprehensive experience in business development, digital transformation, advertising & marketing, quality management, and human resources. Through my projects, research, and academic endeavors, I develop innovative solutions in both strategic and operational processes, with a focus on sustainable growth and efficiency. With an analytical mindset and a broad vision, I am committed to creating value in every endeavor.



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## EDUCATION

### ISTANBUL TECHNICAL UNIVERSITY – Master Degree (2021 – 2024)

- Management Engineering / GPA: 3,41  
Thesis: Measuring the efficiency of Polyclinics in the health sector using fuzzy data envelopment analysis

### ALADDIN KEYKUBAT UNIVERSITY – Bachelor Degree (2015 – 2019)

- Management Engineering / GPA: 2,93  
Thesis: The Effects of ISO Quality Certification on the Companies by Sector and A Study of 200 Companies
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## WORK EXPERIENCE

### Medicabil Healthcare Group – February 2023 / Present

**Position:** Business Development Specialist

- Overhauled the hospital's data analysis processes entirely, reducing Excel-based analyses by 70% within two years by establishing a centralized data analysis unit.
- Decommissioned the outdated Report Server system and implemented Power BI across all departments, managing its rollout and adoption.
- Transformed the procurement department's consumption data into real-time, easily accessible insights and enabled the monthly and annual performance measurement of all suppliers.

- Developed a real-time patient and revenue tracking system that enhanced data readability hospital-wide, ensuring swift decision-making.
- Digitized and automated the highly labor-intensive budgeting process, turning a two-month-long manual operation into an efficient digital workflow.
- Migrated doctor performance evaluation processes to a digital platform, streamlining operations without adding extra workload.
- Supported the enhancement of the CRM system, contributing to the sustainability of field operations.
- Led all processes in the "Hospital Digitalization" project under the Turquality framework, preparing presentations and developing strategic targets.
- Developed an 18-week "Digitalization" training program to boost digital literacy across the hospital, providing training for top executives.
- Actively contributed to the digitization of HR processes by supporting the development of new training materials and process improvements.

#### **Bursaspor Basketball – November 2019 / December 2020**

##### **Position:** Youth Basketball Coach

- Coached youth school students and academy teams within Bursaspor, preparing and applying comprehensive training programs for various age groups.
- Worked as both head coach and assistant coach for U10, U12, and U14 teams, supporting athletes' technical, tactical, and physical development.
- Maintained regular communication with parents to inform and support them throughout athletes' development.
- Led selection and evaluation processes within sports school programs to discover new talent and strengthen the team.
- Demonstrated strong leadership and organizational skills to establish discipline and coordination, ensuring an efficient and harmonious work environment..

#### **Freelance – June 2017 / November 2019**

##### **Position:** Advertising and Marketing Consultant

- Developed comprehensive advertising and marketing strategies for local businesses in Antalya through my own company.
- Identified firms with advertising needs and conducted in-depth market share analysis and research.
- Conducted needs analyses to define customers and target audiences, planning and managing strategic advertising campaigns tailored to them.
- Monitored all processes from project inception to user delivery, analyzed campaign performance, and reported results to businesses in presentation format.
- Enhanced brand visibility and contributed to sustainable growth strategies by helping businesses gain a competitive edge through effective campaigns..

#### **Öztuğ Automotive – July 2019 / September 2019**

##### **Position:** Quality Intern

- Applied Mintzberg and D'Aveni strategic models to conduct detailed analysis of business processes and offered productivity improvement suggestions.
- Created order flow diagrams to detect unnecessary processes and developed improvement suggestions.

- Suggested workflow improvements in production processes to enhance quality and efficiency.
- Analyzed field processes within the scope of method engineering and proposed efficiency-focused solutions.

**Sinta A.Ş. – May 2018 / July 2018**

**Position:** Human Resources Intern

- Conducted data-driven reporting by analyzing the company's annual growth processes in detail.
- Carefully reviewed and evaluated the past three years' activity reports and submitted a comprehensive report to management.
- Supported recruitment processes including candidate screening, interview scheduling, and evaluation stages.
- Contributed to the organization of training activities by participating in the planning, implementation, and follow-up of employee training programs..

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## COMPUTER & TECHNICAL SKILLS

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| • <b>Power BI, SQL:</b> Advanced       | • <b>Zirve, LOGO:</b> Intermediate              |
| • <b>WordPress:</b> Advanced           | • <b>Photoshop, After Effects:</b> Intermediate |
| • <b>Python:</b> Intermediate          | • <b>SAP:</b> Basic                             |
| • <b>Excel Makro:</b> Intermediate     | • <b>SPSS, MatLab:</b> Basic                    |
| • <b>Visual Basic:</b> Intermediate    |   |
| • <b>ProModel, Arena:</b> Intermediate |   |
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## EDUCATIONAL EXPERIENCES & ACADEMIC WORK

- **December 2023** – Associating Digital Transformation and ESG in Companies
  - **May 2023** – Efficiency Measurement with Data Envelopment Analysis in Private Hospital in Turkey
  - **January 2023** – Queue Line Theory Pizza Simulation Example
  - **March 2022** – Human Resources Management and Metaverse Association
  - **April 2020 / January 2023** – TamBirMuhendis.com Engineering News & Blog Page
  - **December 2019** – Conference Paper: The Impact of ISO Quality Certificates on Companies on a Sectoral Basis
  - **December 2019** – Conference Paper: Characteristics of Companies with ISO Certificate
  - **May 2018** – Yemeksepeti Application Review in Terms of SUS and CSUQ
  - **October 2017 / January 2019** – Alku Nature Sports Club / Chairman of the Board of Directors
  - **February 2016 / September 2017** – R&D and Innovation Club / Chairman of the Audit Board
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## LANGUAGE SKILLS

- **English:** C2 (Completed a 4-month language education program in Oxford)
  - **German:** A1
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## CERTIFICATES & SEMINARS (Selected)

- **2025** – SAP ERP Training

- **2025** – Artificial Intelligence Education in Healthcare
  - **2025** – Big Data
  - **2025** – Information Technology Law
  - **2025** – Project Management and Its Fundamentals
  - **2025** – Company Valuation and Investment Processes
  - **2025** – Effective Communication Strategies
  - **2023** – POWER BI Training
  - **2023** – Advanced SQL with Applications
  - **2023** – Advanced Excel Macro Training
  - **2022** – Strategic Human Resources Management Training
  - **2022** – Management Sciences Congress 22'
  - **2021** – Fundamentals of Finance (Prof. Dr. Özgür Demirtaş)
  - **2021** – Financial Literacy Education
  - **2021** – ITU Trends Summit
  - **2021** – ITU LET'S
  - **2020** – Koç University Investment Education
  - **2019** – KYK Certificate of Appreciation
  - **2019** – 6th Yıldız Social Sciences Congress
  - **2017** – Management Sciences Congress 17'
  - **2017** – Yeditepe University Brain 17'
  - **2017** – EnERP Training Certificate
  - **2017** – Communication Skills, Mental Image and Self-Confidence Management
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## **VOLUNTEERING & SOCIAL ACTIVITIES**

AKUT Volunteer, Basketball Coaching, Mountaineering, Camping, Trekking

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## **REFERENCES**

- Will be provided upon request.