

Contact

erhan.kaya@hotellinkage.com

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

Top Skills

Web Design

Excel

Video Editing

Languages

English (Native or Bilingual)

German (Elementary)

Publications

A Yield Management Application
in Five Star Hotels in Istanbul
and Interaction With Electronic
Distribution Channels

Erhan KAYA, MBA

President at Hotel Linkage | President at Digihens
Istanbul

Summary

I am an entrepreneur minded Business Development and Marketing professional with a passion for internet and technology. I build market position by locating, developing, defining, negotiating, and closing business relationships. Plus I have experience in company start up from scratch, product management, online marketing, yield management, social media, SEO, SEM, blogging, building website, graphic design, multimedia production and sales.

Currently, I am Vice President of Marketing and Business Development at Hotel Linkage. Hotel Linkage is a leading name within the hospitality industry based in the USA and its R&D office is located in Istanbul, Turkey.

Hotel Linkage offers hoteliers a complete solution to maximise its revenue and increase direct bookings, In addition to this Hotel Linkage offer state of the art web design, cutting edge CMS, booking engine and channel manager software.

Hotel Linkage's offering has allowed many hoteliers to grow their business profitability and decrease overall distribution costs.

Please visit this page to watch a short video about our solutions:
<https://www.hotellinkage.com/solutions>

I have built, develop and implemented many successful projects that increase company's profitability and decrease their coasts.

In addition to this I have attend many conference as speaker and shared my experience with young minds.

Specialties: Market management, social media, SEO, SEM , building web site, blogging, start up company,Sales and marketing, hotel management, innovation, IOS and android applications, yield management, revenue management, analysing and reporting.

Experience

Digihens

President of Business Development

October 2020 - Present (1 year 4 months)

Istanbul, Turkey

Digihens provides Digital and Creative Solutions for every business. We are trying to make every experience people have with our customers business meaningful and unique.

Hotel Linkage

President of Business Development and Marketing

January 2016 - Present (6 years 1 month)

San Francisco Bay Area

Expedia

Associate Market Manager

September 2012 - August 2014 (2 years)

Istanbul

- Grow the revenue in the markets by working on initiatives to ensure competitiveness of Expedia's hotel inventory in responsible region.
- Develop relationships and work with revenue managers at key partner properties to resolve daily rate issues, secure additional inventory over compression periods, and lead ad-hoc projects to improve product competitiveness in the markets.
- Train partners to get more benefit from online marketing tools in Expedia.
- Acquire new partners and manage all contracting process.

W Hotels

Sales Manager

December 2011 - September 2012 (10 months)

- Develop group and F.I.T. sales with key tour companies, receptive tour operators and local tour companies
- Represent The W Istanbul at key tour and travel trade show events, sales missions and sales calls
- Complete regular S.W.O.T. analysis to determine internal strengths and weaknesses as well as external opportunities and threats relative to growing sales within the tour and travel trade sector
- Regularly review existing sales initiatives with the Director of Marketing & Sales

- Maintain appropriate plans, budgets, reports and business management systems
- Build, manage and sustain profitable external and internal business relationships and strategic alliances necessary to support business unit goals
- Perform all necessary familiarization tours and site inspections
- Follow a management system approach to achieving established sales goals

Four Seasons Hotels and Resorts

Group Sales Supervisor

December 2007 - January 2012 (4 years 2 months)

Istanbul

- Prospect new accounts to build sub block business. Develop accounts (new and existing) by mapping specific business.
- Promote awareness to corporate, incentive and association markets via travel to respective regions in the country providing presentations and personal sales calls.
- Coordinate all sales related activity through the direction of Director of Sales; negotiate contract specifics to achieve maximum profitability while satisfying customer needs.
- Assist with targeted guest inquires within the sales and marketing department.
- Conduct all sales related interactions with the highest level of professionalism while maintaining specified Four Seasons standards

Istanbul University

Lecturer

January 2007 - August 2011 (4 years 8 months)

Istanbul

I facilitate learning and carry out research activities in Istanbul university . I teach and research about Online marketing, GDS channels, Online OTA's and some other Tourism related context to undergraduate and postgraduate students aged 18 upwards. I used teaching methods include lectures, seminars, tutorials, practical laboratory demonstrations, field work and e-learning. I also used multimedia technologies since it is increasingly used.

IHG - InterContinental Hotels Group

Group Sales Coordinator

January 2006 - December 2007 (2 years)

- Dealing with reservations, check-in/out and cashiering procedures.
- Increasing hotel revenue by promoting food and beverage alternatives.

- Ensuring guest satisfaction and dealing with special requests, complaints.

Days Inn

Management Trainee – Front Office, Food and Beverage & Housekeeping

May 2003 - December 2004 (1 year 8 months)

Denver, USA

- Dealing with reservations by phone, e-mail and fax.
- Checking guests in/out, allocating rooms, preparing bills.
- Dealing with special requests from guests, complains or problems.
- Preparing breakfast buffet and serving breakfast
- Responsible for hygiene of restaurant and food.
- Ordering, tracking and stocking food and beverages supplies.

Education

Istanbul Üniversitesi

Master, Yield Management, Online Marketing · (2006 - 2009)

Harvard University

Online Certificate Program, CS 50 - Introduction to Computer Science · (2016 - 2017)

Stanford University

Online Certificate Program, Technology Entrepreneurship · (2014 - 2015)

Gazi Üniversitesi

Bachelor's degree, Faculty of Commerce and Tourism Management Mastership · (1999 - 2003)

Denver Aims Community Collage

Associate's Degree, Digital Communication and Media/Multimedia · (2005 - 2006)