

5 Jan 2011

**Dr. Mustafa Ertann**

## **CURRICULUM VITEA**

The overall experience and acquired diverse knowledge are the bases of my successful services for crises management, business coaching, restructuring for better efficiency, adjusting to contemporary trends, achieving sustainability and competitiveness by Capacity Building.

I had build up a long and successful international career thoroughly covering real sector retail, and services , textile and manufacturing industry, turn key projects for machinery and equipment. This followed by lecturing, educating, training, mentoring and advising in a spectrum from minor investments to multinational privatizations. I have knowledge and experience in financing, legal, administrative, banking, marketing, training and other needs of a company from pre-registration till selling or dissolving of a company. Lectured in Universities, participated in University Department administration, had set up and chaired Adult Education Centers, managed Capacity Development programs, abroad and in Cyprus.

I have been working in Cyprus and Turkey, Bulgaria and East Europe, New Zealand and Oceania.

8 years (2000-2008) in Auckland, New Zealand I had the tasks of building up, managing and marketing hospitality operations (ranging from contemporary up market cafes, bars, restaurants to International Motels Hotels). Last 4 years through Altria New Zealand ltd. I had rendered my services as an advisor, business coach and capacity builder to several companies.

I am multilingual, English, Turkish, Bulgarian (perfect overall), Greek (advanced conversation and reading, improving writing skills). Russian (average spoken and written, currently attending a Russian Language Certificate Programme)

My family and I are in close relationship with a number of communities of above languages.

During 1992-2000 I was actively involved in the Business life in Bulgaria establishing and managing companies in the transitional period of Bulgarian economy, lectured in UNSS (University of Domestic and Global Economy), overall contributing and promoting the successful candidacy towards European Union

Years 1981 -1995 enjoyed being active in economical and social and academic life of North Cyprus as a pioneer in industry, in foreign trade, non government organizations, and as a lecturer in Near East University

*Learning is my lifestyle, knowledge is to share not to hold.  
More is in quality, not quantity*

I am passionate in quality, efficiency and management, love communicating and sharing knowledge thus enjoy all related jobs.

## EDUCATION

**PhD in Economics**, University for National and World Economy, Sofia Bulgaria 1995  
**Master of Law**, University of Sofia "St. Kliment Ohridski", Sofia Bulgaria 1994  
**M Sc. Economics**, International Relations, Higher Institute of Economics, Sofia 1978  
**Graduate** of English School Koskluciftlik, renamed as TMK 1972

**Languages** other than English

**Turkish, Bulgarian** perfect, **Greek** spoken fluent reading and writing improving  
**Russian** average, (currently attending Russian Language Certificate Program)

*Diplomas, transcripts and originals attached and available on request*

## SKILL SUMMARY

### Project Management

- Seeking for market niche and defining the needs to reach a particular market share Expert
- Preparing business plan and facilitating finance sources Expert
- Preparing general plan for the project stages and assembling a detailed schedule for every phase Expert
- Researching the market for competitive quotations and developing a budget accordingly. Expert
- Implementing and following up the agreed budget. Expert
- Monitoring the physical works and completing surveying reports Expert

### Business Management and Administration

- Executive Administrative Management Expert
- Corporate Finance Management .Different Countries Legislations Advanced
- Marketing, Research, Advertisement programming and monitoring Expert

### Academic and Educator

- Lecturing, Training, Mentoring, Coaching in different languages and to diverse and multicultural audience Expert

### Brand Management and Marketing

- Defining market niches for smaller and less recognized brands Expert
- Creating marketing strategy and promotional activities for such Expert
- Building constant presence in the market for the targeted brands Expert

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**Negotiator** for Company establishments, partnerships, merger and acquisitions, and business sales  
Advanced

### **Hospitality & Food and Beverage Management**

- Defining the theme and the target audience of a hospitality establishment Expert
- Preparing a weekly/monthly/ yearly budget for the establishment Advanced
- Developing menu and costing Advanced
- Event Management for functions and special events Expert
- Achieving competitiveness by creative solutions Expert

## **EXPERIENCE**

### **NEW ZEALAND, AUSTRALIA AND ASIA-PACIFIC**

January 2004— July 2008. **Altria Business Management Ltd.**,  
Crises management, Business coach and mentoring.  
Team and personal coaching and mentoring for crises management emphasizing following;  
Market awareness and contemporary trends in the sector  
Capacity Assessment and Capacity Building for public and private institutions, and companies  
Sustainable growth  
Selling Businesses, Partnerships, Acquisitions, Mergers.

July 2007 – October 2007 **General Manager Ramarama Country Inn.**  
- Reopening of the 4 star hotel facilities, licensed bar, gaming and events area,  
- Implementation of on-line booking system  
- Selling the property and the business

October 2002 – April 2007 **General Manager Rialto Café Restaurant, Newmarket, Auckland- 200 seats**  
- The good will of the business was rebuilt from scratch in 2002 -2003  
- Event Managed and Hosted events such as Charity Balls, Fundraisers and Film Festivals.  
- Built up a loyal clientele and following by implementing high standard food and service policies and customer loyalty programme.  
- Selling the lease and the business

June 2005 – September 2005 **Project Manager; Relocation of Rialto Bar Café,**  
- As part of the major refurbishment of the Rialto Center relocated the premises within the same complex.  
- Negotiated the budget of the relocation process

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- Monitored and surveyed the relocation project

November 2005- April 2006 Project and Setup Manager; Pompeii Italian Parnell - 240 seats

- Negotiating the Heads of Agreement and the Lease
- Preparing business plan for the venture and budget for the construction.
- Implementing the budget – market research, and surveying the project
- Dealing with all the legal requirements for a food business, applying and acquiring all the relevant certificates and permissions.

April 2006- April 2007

Managing Director of **Pompeii Italian**

- Developing the basic operational policies, menu designing
- Marketing and building up the clientele and following
- Creating a strong communication with perspective patrons, introducing internet booking
- Daily/ weekly/ monthly monitoring of cash flow, budgeting and feasibility
- Constant training and capacity building of all staff
- Selling the lease and the business

January 2001 – Feb 2002

**Ciano's Mt Eden** Manager-Owner

- Successful day time 80 seat operation
- Budgeting, Managing and franchising the chain
- Selling the lease and the business

January 2001-March 2002

**Ciano's Ponsonby** Manager- Owner

- Attractive day and night 220 seat venue
- Managing a makeover of the place – short reconstruction and re-branding
- Budgeting, Managing and franchising the chain
- Selling the franchise and the business

## **BULGARIA, MACEDONIA AND SE EUROPE**

1992-2000 Owner Director of Ertanin International, market leader in few European and Mediterranean countries and territories in Duty free and domestic marketing of Wines, Liquors, Tobacco Industry,

Consultant for foreign investors

Contracted Partner of **OCRA Worldwide**, Sofia

Accredited Partner of **Bulgarian Privatization Agency**

Partner of **Bulgarian Foreign Investment Agency**

Territorial Management and partnership with global brands and companies

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1997-1999 Guest Lecturer in **University for National and World Economy, Sofia, Bulgaria.** Courses Lectured;

Private Sector in Competitive Economy  
Banking in International Trade  
Brand building and management in post socialist markets

## CYPRUS

2008-2010: GAU Senior Lecturer in wide spectrum graduate and post graduate programme. Courses lectured for departments International Relations, Political Sciences, Economics, International Business Management.

Head of IR Dept (till Jan 2010),  
Chairman of Lifelong Learning Center **GAUSEM**

2008- 2010 Senior Lecturer in GAÜ, Marketing, Economics, Business, Law  
2009 Capacity Development to a leading local Bank  
2009 **UNDP** Capacity Assessment Program  
Late 2008 Advisor to Property and Finance Company

1986-1991.1 Lecturer in Faculty of Economics, **East Mediterranean University** Cyprus.  
Courses Lectured;

Contemporary Marketing level 1 .2  
Introduction to Business  
International Marketing

1984-1992 Owner Director of **Rifer Finance Int.** ., long term representatives and market leaders in Industrial machinery, Domestic appliances in Cyprus and Turkey

1980-1984 Manager, partner in family owned company **Ertanin Ltd.**, created local distribution chain to take the company to first 5 in the country (Cyprus), as producers, importers, distributors.

## Works and Articles

**Burn Your Own Oil** A study assisting entrepreneur to overcome market, financial, managerial and employee issues by encouraging to bring to the surface all the potential in the establishment . in advanced stage

**Ethics** in Multicultural Work Environment in progress

**Costing** of the empty dish in Hospitality first draft

**Mediterranean** Sustainable Economies in progress

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**North Cyprus Economy, Eco-therapy Sustainable Recovery 2010 advanced Capacity Development** to a Cooperative Institution, Bank pre-print

*Various articles on business and economics issues,*

### **OTHER MAJOR PARTICIPATIONS IN NON PROFIT, NON GOVERNMENTAL, PROFESSIONAL AND SOCIAL ASSOCIATIONS**

- 2010 July Chair of Cyprus Academic Research Institution ( Registration Process)
- 2004-2008 Active member of **Bulgarian Culture Association**, raising funds, organizing cultural events, in Auckland, New Zealand
- 2002, 2004 Parliament and Local elections campaign manager, North Shore, NZ
- 1995-1999 Multiple times elected Chairman of **BUTID**, Bulgarian Turkish Business Association. Bulgaria
- 1986-1992 Multiple times elected member to the counsel of **Cyprus Turkish Chamber of Commerce**, contributed in establishing and worked with first ever **European Union Work Group** in the Chamber
- 1986-1993 Elected to the board of **North Cyprus Association of Economists**. Actively contributing to solutions in macro economic issues of North Cyprus.
- 1986 Founder and first chairman of **North Cyprus and Balkan Culture Association**, The first such organization in North Cyprus to deal with vital and educational needs of political emigrants from South East Europe
- 1985-1989 Elected member to the managing committee of leading sports club in Nicosia, then achieving championship.

**Professional Society Memberships:** Chair of Cyprus Academic Research Institute

### **KEY COMPETENCIES**

- Team Leading, successful in delegating and monitoring, supporting and motivating team members
- Mature negotiator, calm and eloquent
- Eye for detail, very competitive
- Lecturer, educator, trainer
- Sales and Negotiations, highly meditative
- Foreign Trade banking, Marketing and brand promotion
- Business Mentor, very efficient in contributing to the team capacity, efficiency, knowledge and productivity

### **SKILL SUMMARY**

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Mentor, Trainer, Lecturer	Expert
Business Management and Administration	Expert
Capacity Analyzer and Developer	Expert
Project Management	Expert
Hospitality management	Expert
Company establishments, partnerships and mergers and acquisition	Advanced

### **Currently**

Senior Lecturer in **Lefke European University**, Full Time  
Academic Director **Cyprus Cultural and Science Research Institute**

Consultant to **Altria Business Management (NZ)** (Casual online)

Capacity Developer to Major Local Banks (Current project finalizes by end Sept.)  
Capacity Developer EU Programme for NGO s

### **Courses Lectured 1986-91 East Mediterranean University Cyprus**

Contemporary Marketing level 1 .2  
Introduction to Business  
International Marketing

### **Courses Lectured 1997-1999 University for National and World Economy Sofia**

Private Sector Competitive Economy  
Banking in International Trade  
Brand building and management in post socialist markets

### **Courses Lectured 2004-2008 NEW ZEALAND**

Private and one to one lectures (**business coaching**) and **mentoring** for crises management emphasizing following;  
Market awareness  
Contemporary trends in the sector  
Competitively costing and pricing  
Sustainable growth  
Selling the business, partnerships, mergers.

### **Courses Lectured 2008-2010 at Girne American University CYPRUS**

Business Studies

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International Marketing (Masters)  
International Business (Masters)

Law  
Economics  
Balkan Politics  
Post Cold War  
Political Parties  
Modern Nationalism  
Political Economy  
3<sup>rd</sup> World Policies  
Globalization and Economic Integration  
EU Politics and Policies (Masters)  
Global Security  
History of Civilization  
EU and Mediterranean (Masters)

Courses currently lectured at Lefke European University

Business Ethics  
Business Law  
Productions Management  
Business Communications  
Contemporary Issues in Marketing (Masters)

*Professional references are available on request*

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