



Burak Berat Demirel

About Me

I'm a results-driven business development and sales professional with extensive experience in **CDN technologies, cloud solutions, and digital transformation**. Over the years, I've led strategic growth initiatives across more than 30 countries—bridging technology, partnerships, and market expansion.

Having worked in the **United States, Dubai, and Turkey**, I bring a **global perspective** that blends international strategy with local market insight. My experience spans both **enterprise-level operations** and **startup environments**, where I've successfully built teams, managed projects, and delivered sustainable growth in fast-evolving industries.

With a strong foundation in **leadership, management, and innovation**, I'm passionate about creating technology-driven business strategies that enhance performance, scalability, and security—empowering organizations to thrive in the digital era.

Experience

1/2/2022 – Still Working

Senior Account Manager – Medianova CDN

Medianova provides global CDN solutions and cloud platforms, experienced in streaming, encoding, caching, microcaching, hybrid CDN and web site acceleration. With its footprint in 30 countries and 100% SSD powered anycast network, Medianova is one of the fastest https secure CDNs in Europe and in Middle East based on Cedexis. Medianova provides following services with 10+ experience to add values Medianova existing and potential customer's digital business.

Content Delivery & Optimization
OTT Video Streaming
Private CDN
Software Defined Storage
Corporate Tube



Çankaya/Ankara
Turkey



0532 778 69 88



beratd@hotmail.com
bergiz87@gmail.com

Webcast
Encoding Platform

I'm responsible management of existing enterprise customers, creating new enterprise leads, and developing a strategy to maximize ordinary revenues. Actually after started of my job, I became leader of all sales operations for both of domestic and international sales. And I started to attend very strategic meetings on behalf of the company.

1/9/2018 –1/1/2022

Country Director - LivHi Inc.

LivHi is an international digital media company based in China. I served as the country director of the company, which was established to provide cashback platform service based on affiliate program business from the very beginning of the investment in Turkey. Our first plan that we built online cashback platform with our mobile app and web portal. I worked with biggest Turkish affiliate network companies. This cashback platform was like we had users and these users using our platform for their online shoppings and they were earning bonus from their each transactions and they could manage bonuses on our online platform..etc Our project was being partner with enterprise e-commerce companies like Hepsiburada, GittiGidiyor, Trendyol, N11...etc Then Chinese investors preferred to make more investment to build online order platform too like Getir-Yemek Sepeti..etc Then our all operation started to build software platform. I was the head of business&project departments. LivHi had around totally 20 workers. Actually our project were growing well in Ankara. But, pandemic situations started all over the world and our country also, then Chinese investors stopped their investments in Turkey and they did not want to invest on this pandemic environment. After certain time, all our business affected badly and our company and project closed officially. I spent 4 years of my life to this Project but pandemic situations closed of our all efforts. But I earned amazing management experience from LivHi as internationally.

1/3/2016 – 1/1/2018

Semi Project Manager – HUAWEI

For 4.5G Swap, All Turkish ISP companies like Turkcell, Avea, Vodafone were working on SWAP Project that means all technic equipments changes to 4G from 3G. This Project was temporary Project and took around more than 2 years. I was half Project manager and was working

with especially with Huawei management team and Turkcell management team to build good relationship with our Çağ Elektronik company. I had great relationship between Turkcell and Huawei to take more profitable projects in order to maximize more profit our company. After SWAP Project done, Project has end.

1/9/2014 – 1/1/2016

Business Development Manager – Mobile Action USA

Mobile Action fueling the growth of mobile apps with peerless intelligence tools. Mobile Action's software helps mobile marketers to analyze the market, learn about their competitors and improve their app marketing strategies with actionable insights with their big algorithm software. I was looking new customers and built very important strategic partners for Mobile Action there. Working with American business development team, we successfully grew the company more than 3 times in the first year. After my semi-MBA program completed, I made a decision to come back to Turkey. So, I left from both of Mobile Action and San Francisco/USA.

1/7/2012 – 1/7/2014

Project Manager – TagMob Mobile Ad Network

TAGMOB Ad Network was my first start up Project and I worked with one software developer who graduated from ODTU with one of Chinese Project Manager. I was managing all operations/business partnerships.. and my colleagues was writing code to create of our Ad network Project. Around 2 years later our projects completed and started for operations. After 2 months, one of my ex Israel customer offered to buy of our Project with source codes and company, then we made decision to sell. Because all Ad Network companies were need to re-shape to Real Time Bidding method as DSP-SSP companies. In order to convert, we were need more and more investment so we prefer to sell of our software project.

1/4/2010 – 1/4/2012

Account Manager – Globsis Inc.

I started at Globsis Inc in Ankara as my first career. This company based in Dubai. Globsis has one of very important inside Project which was Mobadge Mobile Ad Network. I started of my job as an Account Manager on Mobadge. I was looking new customers internationally as

an advertisers in order to get their mobile ads. We had an software to manage all operations/ads/customers request..etc We had been working with international companies like Affiliate Networks. Actually, I was very succesfull there after 3 months, my advertiser portfolio started to spend around two hundred thousand USD on our platform. I had great experience there actually because I worked with around 30 different countries and cultures. This experience earned me amazing connections as my first carrear stage.

1/9/2009 – 1/12/2009

Internship – Botaş International

I completed my 2nd internship at Botaş International Project in Ankara. I was responsible to check and find important points for completed strategic natural gas projects. This internship took 4 months.

1/6/2009 – 31/8/2009

Internship – Doğuş Oto AUDI

I completed of my 1st internship at Doğuş Oto AUDI as a sales represantative. I successfully sold many exclusive cars and built great relationship with Turkish customers. It has been around 4 months and was great experience for me on sales.

Education

Professional Certificate (EN)

Intrax Business School San Francisco

Marketing & Advertising – International Business

MBA (EN)

Ufuk University / International Relations

Bachelor (EN)

Bilkent University / Business Information Management

Foreign Language

English – Fluent High Advanced

Turkish – Professional

Computer Skills

Windows : MS Office, Adobe Programs

SaaS : Jira, HubSpot, Apollo, Waalaxy, Zoho

MAC OS : Keynote, Pages, Numbers

APP : PhotoShop, Sketch, Shotcut, Capcut

Skills

Management, Team Leadership, Business Development, Business Analysis, Business Strategy, Advertising, Marketing, Mobile Marketing, Online Projects, Online Advertising, Account Management, Online Marketing, IT, Network, Application, Lead Generation, SaaS, WEB3, Industry 4.0, Blockchain.