

Esra Olcay Aytac

Regional Marketing Director | Omnichannel Brand Communication | Digital Transformation | Creative Strategy | GTM Strategy & Execution | P&L Management

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- **15+ years of experience** across FMCG (Unilever), Tech (Samsung), Automotive/Mobility (Michelin).
- Expert in **Go-To-Market strategy, omnichannel brand communication, digital transformation** across Africa, India, and the Middle East.
- Proven track record in **leading high-performing marketing teams (20+ people), owning full P&L**, and driving sustained brand and revenue growth through strategic and data-driven marketing execution.
- **Strong creative and commercial acumen**; led **impactful campaigns and premium partnerships** that drove business growth and strengthened market positioning.
- Passionate about **transforming consumer insights into impactful brand experiences** and fostering marketing capabilities across regions.

Work Experience



Nov 2023 – Present

Regional Marketing Director – Passenger Cars, Off-Road, 2W

Michelin | Dubai, UAE | Africa, India, Middle East | Leading 20 marketers

- Defined and led the **regional marketing strategy** across the region through **Where-To-Play** and **How-To-Win** frameworks, driving business growth through **GTM** execution, portfolio optimization and **high ROI sell-in & sell-out campaigns** across focus markets.
- Spearheaded the **'Why Michelin' brand platform**, leading end-to-end development—from **consumer segmentation studies** and RTB analysis to **full-funnel omnichannel** activation—boosting brand relevance and conversion.
- Built and deployed a **consumer journey framework** and **touchpoint maturity matrix** to benchmark and **scale marketing capabilities** across key focus markets.
- Oversaw **retail distribution development** efforts, including **franchise expansion** (Tyreplus, Michelin Tyre & Services), emerging channel strategies (Car Dealer, **E-Retail**), and **customer experience** improvements.
- Initiated **first-party data collection via the Accidental Hazard Program** through dealer networks, digitalizing the journey and integrating with **CRM**—from consumer

education to **ratings, reviews**, and maintenance tips—**driving personalization and increasing dealer traffic**

- Oversaw regional execution of global **OEM partnerships and Motorsport sponsorships**, managing Michelin's activation strategy across key events such as **Dakar Rally, Icons of Porsche, Porsche Carrera Cup, 24H Racing, Asia Le Mans**. Also led the development of local brand experiences through strategic partnerships, including **EV Track Days with Tesla and Mercedes**
- Led the **pricing transformation from a cost-based to a competitiveness value-based** approach by integrating PriceFX, enabling automated online data scraping, SKU-level pairing, and competitiveness analysis—delivering **dynamic precision pricing** to improve margins with enhanced pricing agility.
- **Active member of the Leadership Team**, contributing to business strategy, organizational transformation, and operational excellence initiatives.

SAMSUNG

Aug 2022 – Oct 2023 Head of Integrated Marketing Communication (IMC) Strategy

Samsung Electronics | Dubai, UAE | Gulf Region | Leading 5 marketers

- Led **IMC strategy** across the Gulf region, overseeing **product, retail, experiential, partner, and value-added services marketing** verticals for Samsung Galaxy portfolio (Mobiles, Tablets & Wearables)
- **Owned full marketing budget and GTM planning**, ensuring integrated execution across **online and offline channels** including Social, Video, Influencer, TV, OOH, Cinema, CRM, and PR.
- Tracked **campaign performance and channel effectiveness using KPIs** to optimize ongoing and future activations.
- Led **experiential brand activations** through **strategic partnerships and sponsorships**, including 'Xposure Photography Festival' powered by Galaxy S23, Galaxy Experience Stands in key malls and 'Heal Forum' with Galaxy Watch5.
- Identified **new growth opportunities** by conducting market research and closely monitoring trends and competition; launched the **'Galaxy Drip' platform** with **limited-edition brand** collaborations (e.g. Flip4 Pokémon Edition, FlipXFrame), led **KOL endorsement projects**, and guided cross-functional teams to ensure seamless execution across channels.
- **C-Level Stakeholder Management** by interacting regularly with Regional and Global teams for periodic updates and alignments

Feb 2019 – Aug 2022 Senior Marketing Manager, MX—Mobile Experience **SAMSUNG**

Samsung Electronics | Dubai, UAE | Gulf Region | Leading 4 marketers

- Led **flagship product launches** across online and offline channels (Social, Video, TV, OOH, Display, CRM, PR), **managing a \$20M ATL budget**
- Developed and localized **creative strategies** and marketing communications, aligning with global direction and **leading end-to-end GTM funnel**.
- Managed **media planning based on audience passion points**, working closely

