

OZLEM TUBA KOC

<https://www.linkedin.com/in/tubakoc/>

Boulder, CO | 404-955-3817 | ozlem.t.koc@gmail.com

PROFILE

- Strong work ethic and advanced strategic problem-solving skills
- 12+ years of experience in market research and data analytics
- Deep understanding of emerging markets and global trends
- Excellent time-, project-, and people-management skills
- Proven track-record of impactful leadership and mentorship

EDUCATION

Georgia State University, Atlanta, GA

Ph.D. Marketing and International Business, 2016

Dissertation: Longevity of Multinational Retail Enterprises in Foreign Markets: An Empirical Examination

<https://pubsonline.informs.org/doi/10.1287/orms.2020.02.07/full/>

Middle East Technical University, Ankara

Master of Business Administration, 2012

Marmara University, Istanbul

B.A. Econometrics, cum laude, 2008

WORK EXPERIENCE

Leeds School of Business at the University of Colorado Boulder, Boulder, CO

Associate Teaching Professor, Feb 2022 – Present

Assistant Teaching Professor, 2016 – 2022

Courses: Market Intelligence, Marketing Research and Analytics, Statistical Analysis in Business, International Marketing, Pricing and Channels of Distribution

- Built a database of 925 foreign ventures belonging to 85 public retailers and examined their financial performance over time
- Awarded a CIBER grant for a co-authored paper on global retailers – currently under review at the European Journal of Marketing
- Nominated for the Joseph L. Frasca Teaching Excellence Award (2017-2022)
- Organized 15 teaching workshops for the division (2017-2021)
- Managed 70+ teams in various classes and projects
- Served in the Undergraduate Curriculum and Policy Committee and mentored all new marketing faculty in the past two years
- Conducted a quantitative study on enrollment trends and co-led a follow-up qualitative study to investigate how Leeds students choose their area(s) of emphasis
- Supported 100+ marketing students with internship/job searches
- Participated in the Excel Scholars Program to guide 10+ students from diverse backgrounds to a path of academic and social success
- Advised the CUAMA student club and the Office of Diversity Affairs

J. Mack Robinson College of Business, Georgia State University, GA
Graduate Research Assistant, 2012 – 2016

- Awarded the Michael H. Mescon Scholarship
- Taught Globalization & Business Practices in Summer 2014
- Coordinated the Global Business & Media Study Abroad Program (Turkey & Hungary)
- Assisted International Business and Global Marketing classes

Middle East Technical University, Ankara
Graduate Research Assistant, 2009 – 2012

- Organized Career Exhibitions and Alumni Days, each hosting more than 5K participants and raising \$45,000 for the scholarship fund

Koc University, Istanbul
Research and Teaching Assistant, 2008 – 2009

- Conducted face-to-face interviews with top management teams of 184 Turkish exporting firms within a year
- Co-authored a case study for Sony Eurosia Inc.
- Prepared monthly e-news of AMA Global Marketing SIG
- Ran “Markstrat” a strategy simulation for an Executive MBA course

SKILLS

Data Analysis: Python, R, SQL, Qualtrics, Tableau

Certificates

Analyze Data with Python Skill Path, Codecademy, 2021

Command Line Course, Codecademy, 2020

Data Visualization for Marketers, LinkedIn Learning, 2020

R for Excel Users, LinkedIn Learning, 2019

Marketing: CLV Analysis, Google Analytics, Salesforce

Certificates

Advanced Product Marketing, LinkedIn Learning, 2020

Strategic Thinking, LinkedIn Learning, 2020

Globalization Workshops, CIBER, 2015

Leadership

Certificates

Consulting Professional Weekly Tips, LinkedIn Learning, 2020

Leadership Strategies for Women, LinkedIn Learning, 2019

Crucial Conversations, Vital Smarts, 2017

Language: Fluent in English and Turkish, beginner in Spanish

PUBLICATIONS

Koc, O. T., & Liu, J. (2014). “Evolution of the export marketing literature through Cavusgil’s seminal writings.” In Research Handbook on Export Marketing. Edward Elgar Publishing.

Gencturk, E. Kandemir, D. & Koc, O.T. (2011). “The Effect of Market Knowledge Management on Innovativeness.” The Journal of Economics, Management, and Finance, 26(303), 32-61.