Gökhan Akyüz

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Professional Summary

Customer Operations & Experience Leader with over 15 years' professional experience across technology, hospitality and financial services. Progressed from technical support to Team Manager at Apple, spending seven of nine years leading cross-functional teams to improve operational efficiency and enhance the customer experience. Holds an MBA from the University of Sheffield, with a focus on strategic leadership, ESG and organisational performance.

Professional Experience

Hotel Manager - Boyalık Hotel (Luxury 5-Star), Cesme, Turkey Mar 2025 - Sep 2025

- Led daily operations for a luxury hotel with over 200 staff during peak season, ensuring smooth cross-departmental coordination and maintaining high service standards.
- Improved guest satisfaction scores and service consistency by implementing structured training programmes and standard operating procedures.

Customer Relations Team Manager - Apple, Turkey Jun 2017 - Jun 2024

- Led and developed a team of 15-20 customer relations advisors, enhancing customer satisfaction and operational efficiency. Monitored adviser KPIs, quality and compliance results, and call-flow performance. Achieved customer satisfaction exceeding 90% and improved metrics, including average handling time, after-call work, and schedule adherence.
- Enhanced team performance and boosted productivity through strategic 1:1 coaching, team meetings, and performance reviews to promote a productive work environment.
- Analysed complex customer satisfaction data and operational advisor metrics to identify workflow bottlenecks and enhance operational efficiency.
- Promoted to Team Manager within 2 years, recognising leadership, problem-solving, and performance delivery. Recognised as Employee of the Year in 2016 and 2023.

Customer Service and Technical Support Advisor - Apple, Turkey Jun 2015 - Jun 2017

- Provided expert technical support and efficient troubleshooting to clients in a fast-paced call centre environment. Recognised for exceeding performance targets and boosting team engagement. Assisted customers of all ages and skill levels with Apple device issues, adapting to different customer styles and helping in both Turkish and English.

Cinema Manager – CineMaximum, Izmir, Turkey Jan 2015 - Jun 2015

- Managed daily cinema operations, including staff scheduling, customer service protocols, and ticketing procedures. Managed financial operations and directed initiatives to achieve or surpass branch sales targets.

Operations Officer - ING Bank, Izmir, Turkey Jan 2013 - Jan 2015

- Processed daily operational transactions and collaborated across departments to resolve operational discrepancies.

Operations Team Leader (Part-Time) - Red Organisation, Izmir, Turkey Jan 2007 - Aug 2011

- Supervised teams to deliver high-profile events, medical congresses, and weddings.
- Coordinated all aspects of event activities, ensuring high-quality service and client satisfaction.

Additional UK Experience

Event Supervisor - FGH Security, Sheffield, UK Dec 2025 - Present

- Ensure compliance with safety standards and deliver customer-focused operational support at large-scale events, in line with UK regulatory requirements.

Education & Academic Projects

MBA (Master of Business Administration) - University of Sheffield, UK Sep 2025 - Sep 2026

- Successfully completed modules in strategic management, corporate finance, supply chain, organisational behaviour, leadership, and internationalisation, with a focus on real-world frameworks for leading teams and driving operational success.
- Consultancy Project: Developed a comprehensive digital marketing and e-commerce expansion strategy for Blatchford (TurboMed orthotic device).
- Internationalisation Project: Conducted a strategic market-entry analysis for Airbridge Global, focusing on expansion into the US market.
- MBA Company Project - Arcadis: Completed a research project examining strategic responses to global energy supply-chain constraints, with a focus on offshore wind turbine supply chains. Evaluated market-making and client intervention options and developed evidence-based recommendations to strengthen supply-chain resilience and improve project delivery.

BSc in Economics - Dokuz Eylul University, Turkey Sep 2005 - Jun 2011

Skills & Certifications & Languages

Core Skills:

Leadership | Team and Performance Management | Customer Experience (CX) Strategy | Cross-functional Team Building | Data Analysis & KPI | Market Entry Strategy | ESG & Sustainable Business | Contact Centre Operations | Service Delivery | Process Improvement | Customer Support

Certifications:

- Leading People and Teams (University of Michigan), Inspiring and Motivating Individuals (University of Michigan), The Science of Well-Being (Yale University), Certified Barista, UEFA C Diploma (The FA, England)

Languages:

- Turkish (Native), English (Full Professional Proficiency), German (Intermediate)