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EDUCATION

PhD Health Management (Thesis in progress) (2015 – present)

Istanbul Medipol University – İstanbul, Turkey

Area of Specialization: Medical Tourism and Strategic Brand Management of Turkey

Master of Arts – Marketing Management, (2012-2014) (with thesis)

Eastern Mediterranean University – Famagusta, TRNC

Area of Specialization: Brand management / Employee performance

Thesis Focus: Frontline employees in service industry

Master of Science- Banking and Finance (2011-2014) (with thesis) (Executive Program)

Eastern Mediterranean University – Famagusta, TRNC

Area of Specialization: Project Finance and Risk Analysis

Thesis Focus: Customer-based corporate brand equity in financial institutions

Master of Education – Educational Sciences, (2002-2007) (with thesis)

Eastern Mediterranean University – Famagusta, TRNC

Area of Specialization: Motivation

Thesis Focus: Electronic portfolios, authenticity and learner motivation

Bachelor of Arts – English Linguistics, (1994 - 1999)

Hacettepe University – Ankara, Turkey

Area of Specialization: Discourse Analysis / Marketing and language

Summer 2013 – Intensive Leadership Training

University of Kent – Canterbury, United Kingdom

ACADEMIC AND MANAGERIAL EXPERIENCE

Rectorate Coordinator / International Affairs and Promotion (2017-2019)

Eastern Mediterranean University Rectorate, Vice Rectorate in charge of International Affairs and Promotion

Board Member (2016-present)

Eastern Mediterranean University, Center for Entrepreneurship and Innovation (EMU GİMER)

MSc Programs Manager (2015-2017)

The University of Warwick, Warwick Manufacturing Group Eastern Mediterranean University Office

Rectorate Coordinator / Promotion and University Advancement (2011-2014)

Eastern Mediterranean University Rectorate, Vice Rectorate in charge of Promotion and University Advancement

Senior Instructor – Tenure (1999-present)

Eastern Mediterranean University

Supervisor (2018-present)

The University of Warwick, Warwick Manufacturing Group Eastern Mediterranean University Office

DUTIES & RESPONSIBILITIES

Rectorate Coordinator / International Affairs and Promotion

Head of

Integrated marketing communication of EMU in the international markets (Reported to by 4

Regional Managers- EMU Africa, EMU MENA, EMU Asia, EMU CIS Countries)

Strategic brand communications of EMU in the international markets

Digital marketing of EMU in the international markets in collaboration with EMU Social Media Unit and Web Office

B2B marketing of EMU in the international markets

EMU international agency relations

EMU promotional visuals design processes

Marketing of EMU Continuing Education Center training programs in the international markets

Marketing research team

EMU International Summer School (Coordination of transportation team, Coordination of cost control, Coordination of quality control team, Coordination of training team, Coordination of entertainment team)

Member of

EMU Total Quality Management, Complaint Evaluation Committee
EMU Scholarship Committee
EMU Brand Committee

MSc Program Manager

Promotion of The University of Warwick, Warwick Manufacturing Group (WMG) MSc degree programs (Supply Chain and Logistics Management, Engineering Business Management) in the region

Execution of the program

Liaison between the University of Warwick, WMG and EMU

Advisor and mentor to the programs students

Jury member, supervisor and assessor

Co-teaching with Prof. Dr. Cem Tanova in Organizations, People and Performance (OPP) module (a core module of the MSc degree program)

Areas of supervision: B2B branding and trust in supply chain management, value chain management, organizational learning-unlearning-relearning

Rectorate Coordinator / Promotion and University Advancement

Coordination of EMU PR Office, EMU TV & Radio, EMU Printing Office and EMU Promotion Office in the promotion processes of the EMU

Coordination of shooting, design and selection processes for EMU promotion visuals

Creative director and executive producer of EMU promotion visuals

Coordination of EMU Rectorate's VIP hosting on EMU campus

Developing innovative approaches for EMU promotion

Coordination and event management of EMU in-campus education fairs and workshops

Liaison between the EMU Promotion Committee and the Rectorate

Colleague mentor

Conducting researches on decision-making processes and experiences of EMU students

Representing the Rectorate

Senior Instructor – Tenure

Teaching Experience

Organizations, People, Performance The University of Warwick, Warwick Manufacturing Group, Eastern Mediterranean University Office – MSc Degree program – (Co-teaching with Prof. Dr. Cem Tanova)

Advertising EMU – Undergraduate - Faculty of Business & Economics

Writing on Global Issues EMU – Undergraduate – University Elective

Coaching and Career Planning EMU – Undergraduate – University Elective

Communication Skills EMU – Undergraduate – Faculty of Business & Economics
Technical Report Writing EMU – Undergraduate – Faculty of Engineering

Trainings, Workshops and Consultancy offered

Learning organizations
Verbal identity
Integrated marketing communication
Strategic brand management
Strategic HR management
Business plan writing
Problem based learning and authenticity
Word of mouth marketing
Corporate brand management
Strategic management and career planning: an interdisciplinary approach (an action research)
Civic involvement and creativity
Academic writing skills

Supervision at the University of Warwick, Warwick Manufacturing Group, EMU Office

Timothy John Daniel. Factors Affecting ERP Adoption by SMEs in Nigeria. MSc 2019
Nadine Sameer Gammoh. SCRM, Trust, and GSCM – An Integrated Framework. MSc 2018

Research Interests

Strategic brand management, brand-driven governance, brand alignment, medical tourism, marketing management, integrated marketing communication, learning organizations, customer experience management, strategic HR management, project management, branding, motivation, authenticity, strategic management, corporate branding, employer branding, leadership, organizations, people and performance, corporate culture, resilience, discourse analysis, language and marketing, verbal identity, strategic communications, change communications, thought-leadership.

CIVIC INVOLVEMENT

Supervisor, Co-founder & Team Member

Flashback Action Team is a group of civic activists. The philosophy behind the team activities is to create surprising, interesting and thought-provoking civic activities in order to trigger and expand enthusiasm, tendency and involvement towards civil society actions all over the EMU campus and the TRNC. The team pursue extraordinary methods of expressing feelings, thoughts and ideas such as guerilla marketing and flashmob techniques. The aim of the team is to raise awareness among the EMU students and public towards ignored, neglected, underestimated and forgotten social issues by enhancing volunteer creativity with academic and scientific knowledge. The team welcome all volunteers regardless of skills, ethnicity, gender and

department. As long as they respect ethical and scientific values and realities, the volunteers can form their own teams and take action on any specific social issues they like to focus on. Flashback Action Team members or would-be members continuously receive academic support from Flashback Action Team supervisors who are either academics or experienced civic activists.

<https://www.facebook.com/facteam/>