

# OZLEM TUBA KOC

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

Boulder, CO | 404-955-3817 | [ozlem.t.koc@gmail.com](mailto:ozlem.t.koc@gmail.com)

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## PROFILE

- Strong work ethic and advanced problem-solving skills
- 17 years of experience in marketing strategy and data analytics
- Proven leadership and mentorship, delivering impactful results
- Excellent time and project management abilities

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## AWARDS

- Recipient of the Dean's Faculty Teaching Award
- Finalist for the Faculty Impact Award
- Nominee for the Joseph L. Frasca Excellence Award
- Recipient of Doctoral Fellowship

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## CERTIFICATES

### Data Analytics Certificates

Analyze Data with Python Skill Path, Codecademy  
R for Excel Users, LinkedIn  
Tableau for Data Scientists, LinkedIn  
Google Analytics and Google Ads Apps Certifications

### Marketing Strategy Certificates

BCG Strategy Consulting Virtual Experience Program  
Advanced Product Marketing, LinkedIn  
Strategic Thinking, LinkedIn

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## WORK EXPERIENCE

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

Associate Teaching Professor  
2016 – Present

#### Teaching

- Aligned business curriculum content and learning tools based on knowledge level and evolving needs in six courses

**MBA Courses:** Marketing Strategy and Market Intelligence

**Undergraduate Courses:** Marketing Research and Analytics, Statistical Analysis in Business, International Marketing, and Pricing & Channels of Distribution

- Taught 2,500+ business students how to successfully translate data-driven insights into action over eight years
  - Managed 100+ teams in various classes and projects
  - Advised the CUAMA student club and led the inaugural Leeds Marketing Case Competition
  - Supported 200+ marketing students with internship/job searches and mentored eight Excel Scholars from diverse backgrounds to a path of academic success
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## **Service**

- Served as divisional AI Champion and represented the group on the Leeds AI Advisory Committee on Teaching
- Judged KeyBank Business Leadership Program, March Debate Madness Tournament, and Ethics Case Competition
- Organized 15 summer teaching workshops to share best practices with marketing faculty
- Served on the Undergraduate Curriculum and Policy Committee and served in the PUEC committee of four faculty
- Onboarded eight new instructors in the past three years
- Conducted a quantitative study on enrollment trends and co-lead a follow-up qualitative study to investigate how Leeds students choose their area(s) of emphasis

### **J. Mack Robinson College of Business, Georgia State University, Atlanta, GA**

Graduate Research Assistant, 2012 – 2016

- Led end-to-end research on retail market exits by analyzing 925 international ventures and using predictive models
- Executed qualitative and quantitative research by connecting multiple data sources and employing advanced statistical methods
- Co-authored four research papers about market selection, product innovation, and exporting awarded with three grants from CIBER and TUBITAK
- Advised practitioners on portfolio management and go-to-market strategies
- Taught Globalization & Business Practices class and coordinated the Turkey-Hungary Study Abroad Program

### **Middle East Technical University, Ankara - Turkey**

Project Manager, 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 - Turkey**

Research and Teaching Assistant, 2008 – 2009

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

Co-led a year-long Project for [the OpEd Project](#) to assess long-term Public Voices Fellowship impact, combining qualitative analysis with quantitative metrics.  
January 2025 to Present

*Chosen as Public Scholar for the CU Boulder cohort, acquiring insider knowledge of the Op-Ed Project's framework and values as a program participant*

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**PUBLICATIONS**

Finnegan, C. A., Koç, O. T., & Tsang, S. S. (2025). Foreign Market Exits of Poorly Performing Publicly Traded Retailers. *Journal of Global Marketing*, 1-18.

Koc, O. T., & Liu, J. (2014). Evolution of the export marketing literature through Cavusgil's seminal writings. In *Research Handbook on Export Marketing* (pp. 334-353). Edward Elgar Publishing.

Kandemir, D., Gençtürk, E. F., & Koç, Ö. T. (2011). Pazar bilgisi yönetiminin inovasyon yeniliği üzerindeki etkisi. *Iktisat Isletme ve Finans*, 26(303), 33-63.

Gençtürk, F. E., Kandemir, D., Koç, Ö. T., & Demirci, I. C. (2010). Conceptualization And Measurement of Competitive Advantage Construct. *Öneri Dergisi*, 9(34), 13-25.

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**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*

**Middle East Technical University, Ankara**

Master of Business Administration, 2012

**Marmara University, Istanbul**

B.A. Econometrics, cum laude, 2008

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