

# OZLEM TUBA KOC

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## 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 Euroasia 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.