



## **AYDIN BEYHAN**

<b>Expertise</b>	:INDUSTRIAL TRAINING (General Management, Communication and Guest Relations Skills, Operational Topics) and CONSULTING (Feasibility and Appraisal Reports, Organizational Re-Structuring, Strategy Development)
<b>Scope of Support</b>	<b>Industrial Training Topics</b> Effective Management Skills Group Dynamics and Team Sprit Effective Leadership Guest Relations Skills Managing Guest Complaints Customer (Guest) Relations Management (CRM) Effective Cost Control Effective Hotel Purchasing Effective Hotel Marketing and Sales  <b>Industrial Consulting</b> Feasibility and Appraisal Reports Organizational Re-Structuring Developing Marketing and Human Resources Strategies
<b>Professional Experience</b>	<b>2000 – Present, USEH, Istanbul, Turkey</b> CO-FOUNDER and MANAGER of a consulting firm that is specialized in providing international opportunities to young hoteliers.  <b>1998-2000, EI-AHLA, Ankara, Turkey</b> Educational Institute of the American Hotel and Loading Association, Bilsit- Ankara School, - ACADEMIC COORDINATOR  <b>1997-1998, Başkent University, Ankara, Turkey</b> Vocational School of Tourism and Hotel Management - INSTRUCTOR  <b>1993-1997, Bilkent University, Ankara, Turkey</b> Vocational School of Tourism and Hotel Management– INSTRUCTOR  <b>1991, HVS, Mineola, NY, USA</b> Hospitality Valuation Services–CONSULTING AND VALUATION

**Associate  
Coordinator**

1988-1991, U-Club of MSU, Lansing, MI, USA  
University Club of Michigan State University–KITCHEN AND SERVICE

**Education**

2000 – Present, PhD.  
Marmara University, SBE, Management Department

1994 – 1998, MBA  
Gazi University, SBE, Management Department

1988 – 1992, BA  
Michigan State University, College of Business, School of Hotel  
Restaurant and Institutional Management

June 1991, Certification (Real Estate Sales Person)  
New York University, NY, NY