

My Piece of XING



Name: Hakan Gonenli

Position: Country Manager Turkey

What's the name of your Piece of XING? XING Turkey

Who's in your team? Our team is basically made up of community management, marketing, business development and sales competence. Besides our experienced and valuable colleagues, we'll have new team members in the coming days.

What do you produce and how do you measure it? We are mainly responsible for the development of the Turkish market for XING. Our targets are increasing the XING network in Turkey, establishing new and strategic partnerships and expanding our corporate relationships. What all these results have in common is that they are all measurable by figures.

Who do you support and how do you know you're keeping them happy? We're supporting the Turkish community on XING. The acquisition of new members and the retention of existing ones show us that they are happy with us. Internally, we support the International department, of which we are a part.

What are you most proud of in your piece of XING? Making our members happy. That's what we are all trying to do...

What is the best thing you have done so far in 2008? As Hakan, I am new in the company, so for me, it is joining the XING team for the moment. As cember.net, I believe it is the joining with XING because it will leverage the development of the local market and for members — in being a part of a global community — it will help them to extend their network.

I most like to start my day in the office by ... checking my daily plan, messages and also the XING Insider Group.

I most like spending my lunch breaks with ... my colleagues, because it's the best time to talk about more than just business topics. We chat about our experiences, hobbies, dreams, in short: about "life" in general. I also try to have at least two lunches per week with my former colleagues, partners and potential partners/clients. For me it is clear that lunches are more valuable in initiating new partnerships than formal meetings.

I value those moments during the working day when ... we reach our goals, whether the short, medium or long term ones.

My gem of worldly wisdom is: In the business there is not a "single truth"! It's all about "your truth", and you can achieve it or not!