



Society for Marketing
Professional Services

Northeast Ohio

MARKETING DOMAINS SPEAKER SERIES

DOMAIN #3 – CLIENT AND BUSINESS

Business Development 1

For our December Marketing Domain Speaker Series, Mehmet Turkel will bring us Business Development 101 where he will cover the basics of launching a successful BD program that includes: market research, targeting prospects, networking for lead development, client relationship management, developing a BD culture and storytelling. A follow up second level course will be offered by Mehmet later in the season.

About the Speaker

Mehmet Turkel
Business Development and Marketing
Technical Assurance

Mehmet is a Certified Professional Services Marketer (CPSM) for the Architecture, Engineering and Construction industries, where has assumed progressively responsible positions throughout his career. Currently he serves as the Director of Business Development and Marketing at the Technical Assurance, a specialty engineering consultancy firm located in Willoughby, Ohio. Technical Assurance is focused on building envelope solutions to academic, commercial, utility, telecom and multi-unit residential markets.

Earlier in his career, as the first business development director for a Pacific NW start-up engineering firm called, IDC, Mehmet was among the key contributors to the phenomenal growth of the firm during his 20 year tenure. Within a span of fifteen years, the company grew from one office with 50 employees and \$3 million sales to eighteen offices, (eight of which were international), 1800 staff and \$360 million revenues!

Before his fourth anniversary with the firm, he was voted in as a “key-employee”, as the first non-engineer in company’s 43 year history. His passion to help others in and out of the work environment, combined with strong listening skills, have served him well in his career as business developer and marketer. He has conducted primary and secondary market research, authored white papers and done his share of market analysis.

With his previous firm, he helped facilitate a transition from a discipline based organization to one focused on market sectors. Since moving to Cleveland over a year ago, he has published articles about the value of the building envelope as a key to achieving sustainability. He is a graduate of Indiana University with a bachelor of science in Business Economics and an MBA in Marketing. He has two grown daughters.

Annual Sponsors



Tuesday, December 6, 2011

Tec, Inc.
33851 Curtis Blvd.
Eastlake, OH

7:45am – 9:00am

A light breakfast will be provided.

Cost: \$10 per person

RSVP Deadline is
Friday, December 2, 2011

Register online at
www.smpsneo.org