



İsmet Yazıcı

Chief Executive Officer

lifecell

Biography

In April 2017 İsmet Yazıcı has joined lifecell from Northern Cyprus Turkcell where he had been working as General Manager since 2015. Prior to this position, he served as General Manager of BeST, Turkcell subsidiary in Belarus.

İsmet Yazıcı joined Turkcell Group Global Tower on February 2, 2009 as Assistant General Manager for Business Development & Sales and became Deputy General Manager on February 18, 2010. He became General Manager at Global Tower on November 8, 2010. He joined Nortel Netas in 1993 as an R&D engineer. Mr. Yazıcı worked in the International Sales & Marketing Department at Nortel Netas between 1995 and 1999 and served the same company as the Manager of the Romanian office between 1997 and 1999. Mr. Yazıcı was CDMA Product Marketing Manager at Nortel Networks Richardson, Texas, USA, between 1999 and 2003, and became the Nortel Networks EMEA Product Marketing & Business Development Director in 2003. He was honored with the "Exceptional Contribution" and "Leadership Recognition" awards for his contribution to the introduction of CDMA technology to the region and to the expansion of Nortel Networks to new markers.

Mr. Yazıcı served in the Turkey unit of Nortel in 2006 and held the position of Marketing, Business Development, and Corporate Sales Leadership until the end of January 2009.

İsmet Yazıcı graduated from Hacettepe University, Department of Electrical and Electronics Engineering in 1992 and graduated from Marmara University in Political Science in 1998 and in 2001 with MBA Degree in International Marketing and Management from the University of Texas in the United States. In 2011, he graduated from the Law Department of Istanbul University and completed his second undergraduate degree.

İsmet Yazıcı leads the process of transforming lifecell into a digital operator and continues the strategy of growing lifecell operations in Ukraine, implementing new innovative technologies and solutions on the Ukrainian telecom market.

Why do you think Membership in the American Chamber of Commerce in Ukraine is important for business operating in Ukraine?

Telecom industry development is one of the key drivers of economic growth for Ukraine. 3G technology was introduced to the market quite late and upcoming 4G launch, which Ukraine is going to experience in 2018, would start a new stage of economic development. In the existing duopoly market structure, lifecell, as a third operator, is playing a role of a challenger, pushing new ideas and propositions for consumers and demanding free fair competitive environment from the regulatory authorities. Ukraine has to go through reforms in various fields and improve its business climate in order to become a successful country with a growing economy and happy people.

American Chamber of Commerce provides the possibility to communicate and to support the principles of modern progressive telecom digital world to open new opportunities for Ukrainian society.

What motivates you to be a Chamber Board Member?

Ukraine is going through a major transformation and revolutionary changes. American Chamber of Commerce influences almost all global markets and is very instrumental for business development in Ukraine. In terms of bringing the best world work practices, way of doing business, regulations, ACC has gained a solid reputation by implementing these practices or at least facilitating and supporting their establishment in the markets. The idea of being a part of this process excites me.

Why do you feel you are qualified to serve on the Chamber Board? What skills would you bring to the Board?

Ukrainian telecom market still has a huge room for development and becoming a much better market for both consumers and operators. I have the experience of working in telecom business internationally, not only in the specific country. I have been working in versatile markets with different conditions. As a result, I am in a good position for being able to differentiate good from bad, destructive from effective and I am not limited by the telecommunication industry only. I have a huge experience in global business, which requires regulation - like telecom, like energy sector - and I am able to transfer the accumulated knowledge to Ukrainian market. I believe my experience in engineering and law would help to contribute much more than just a telecom person or just as a legal person can do, but a professional leader with international cross-functional experience and worldwide vision.

How have you been active in the Chamber over the course of the last two years?

Participation in Mobile and Tax committees is very important for us. We plan to participate actively, taking responsibility for these issues.

What activity or Committee would you participate in and be responsible for?

IT

IT industry is a driving force in the Ukraine's resurgent economy so I'll concentrate on creating favorable conditions for further regulation and development of this sector in Ukraine according to best world practices

Energy

Energy industry is a crucial part of the infrastructure and maintenance of society in almost all countries, so I'm planning to facilitate the development and modernization of energy sector of Ukraine by attracting investment for improving the country's energy efficiency.