

SIBEL AGLAMAZ

Sustainable AI Integration & B2B Growth Strategy

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PROFESSIONAL SUMMARY

Mid senior marketing leader with 10+ years in enterprise B2B, combining strategic ownership of go-to-market, demand generation and brand visibility with early mover expertise in AI search and Generative Engine Optimisation (GEO). Served as Interim Marketing Manager reporting directly to the CEO, leading cross-functional initiatives across Sales, Product, Finance and Legal. Published researcher on digital inequality; PhD in Political & Social Sciences (Pompeu Fabra) and BSc in Industrial Engineering (ITU). Brings analytical rigour, commercial judgement and the ability to build strategy and execute it. Increasingly focused on sustainable tech growth and the ethical dimensions of AI integration within enterprise marketing.

LEADERSHIP & CORE COMPETENCIES

- ◆ Marketing Strategy & Team Leadership
- ◆ AI Search Ecosystem & LLM Visibility (GEO)
- ◆ Product Positioning, Messaging & Sales Enablement
- ◆ Cross-functional Stakeholder Management (C-suite, Product, Sales, CS)
- ◆ Sustainable Tech Growth
- ◆ Go-to-Market Strategy & Launch Readiness
- ◆ Market & Competitive Intelligence
- ◆ Budget Ownership, KPI & Pipeline Accountability
- ◆ Customer Insights & Voice of Customer
- ◆ AI Integration & Ethics

WORK EXPERIENCE

Interim Marketing Manager • Digital Marketing Executive & BI Analyst • FocusEconomics

2023 • 2026

Global macroeconomic data & forecasting provider • Enterprise B2B • 127 country client base

- Owned marketing function as Interim Marketing Manager, reporting directly to the CEO and managing 10+ senior stakeholders across 5 functions (Sales, Product, Finance, Legal, CS); set priorities, steered planning cycles and presented performance to leadership.
- Directed go-to-market execution: designed and led ABM and segmented outreach programmes on Salesforce and Pardot across 6+ customer segments, generating €140K in qualified pipeline and a 10% YoY increase in opportunity rate through segmentation, messaging differentiation and pipeline analytics.
- Led company-wide SEO/GEO transformation (75+ forms, 22 landing pages, 221 metadata improvements): doubled form submission rates (3.1% to 6.53%) and grew web-lead opportunities ~90% at flat traffic; now steering the shift toward LLM-powered discovery and AI search optimisation.
- Governed CRM strategy and data quality for 20,000+ contacts across 6+ segments, using reporting to prioritise outreach and surface high-potential opportunities for Sales.

Digital Marketing Executive • Content Development • FocusEconomics

2020 • 2022

- Built and led multi-segment, AI-assisted campaign programmes to 90K+ recipients across 6 audience profiles: lifted open rates from 15% to 20%, CTR from near zero to 3%, and generated 220+ qualified form submissions, with end-to-end ownership of messaging, targeting and commercial impact.
- Directed production of 50+ marketing assets and sales presentations across 4 cross-functional teams in agile sprints; reported KPI outcomes quarterly to the C-suite.
- Drove conversion optimisation on a 100K+ MAU platform using session replay, heat mapping and site analytics across key user journeys.

Digital Marketing Specialist • SEO & Media Relations • FocusEconomics

2018 • 2020

- Implemented SEO strategies contributing to 10M+ annual session growth; managed 15+ media partnerships and a B2B content programme spanning 30+ countries.

Marketing Assistant • FocusEconomics

2017 • 2018

- Owned weekly newsletters, website, blog and social channels; prepared monthly performance reporting.

BI & Project Planning Engineer • D&R; Book, Music & Entertainment

2011 • 2014

Leading Turkish retail chain • 100+ stores • 5,000+ SKU catalogue

- Delivered statistical demand modelling across 8 product categories; developed 10+ targeted campaigns and optimised stock allocation across 5+ store locations.

National Sales & Marketing Manager • Reeder (e-Book Co.)

2011 • 2012

- Owned national go-to-market strategy for a digital publishing product line targeting doctors, academics and youth segments; managed creative production and social listening.

Supply Chain & Planning Specialist • BSH Turkey (Bosch & Siemens Home Appliances) 2010 • 2011

- Improved inbound logistics and warehouse process design; delivered RF/RFID cost and technical analysis in the Strategy Development Department.

EDUCATION

PhD, Political & Social Sciences • Pompeu Fabra University 2016 • 2021
Thesis on cultural stratification in Spain • Published in Poetics (2021) • Advanced quantitative research & statistical modelling

Research Master, Sociology & Demography • Pompeu Fabra University 2014 • 2015

BSc, Industrial Engineering • Istanbul Technical University 2006 • 2011
Industry projects with Arçelik LG, Siemens, Mercedes Benz, Yapı Kredi • process optimisation, simulation & BI

SKILLS & TOOLS

CRM & Sales	Salesforce, Pardot, Marketing Cloud, 6sense, A/B testing, email automation
Analytics & BI	GA4, Power BI, Tableau, Looker, Data Studio, SQL, Python, R, STATA
Lead Gen	ABM strategy, segmented outreach, inbound demand response, pipeline qualification
Design & UX	Figma, Adobe XD, Illustrator, InDesign, Canva, session replay & heatmap analysis
AI & Emerging Tech	GEO/LLM visibility optimisation, AI-assisted campaign tooling, AI integration & ethics, sustainable tech growth strategy
Languages	Turkish (Native) • English (C1/C2) • Spanish (B2/C1) • Catalan (A2)

PROFESSIONAL AFFILIATIONS

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| ◆ Founder, Turkish STEM+ Society (2026) | ◆ Founder, Agora Learning Hub |
| ◆ Founder, Tech Business Club | ◆ Turkish Global Society |
| ◆ Chamber of Commerce Hispano-Turca | ◆ Nova Talent |
| ◆ Ateneu Barcelonès | ◆ AI Circle |
| ◆ PWN Barcelona | ◆ Women on Board Spain |
| ◆ Norrskén Barcelona | ◆ Barcelona Activa |