

## **Fatima HOMOR MBA**

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Web: [www.fatimahomor.com](http://www.fatimahomor.com) – coming in May, 2016.

Nationality: Hungarian

LinkedIn: Homor Fatima

Current place of residence: Istanbul, Turkey



### **Objective**

**I always find the opportunities, where my ability to increase and open communication between management and employees, and all the other stakeholders will transform interpersonal relations, resulting in an increase in the bottom line and in company morale to succeed in long term profitability.**

### **Personal mission statement**

**Turkey** might have its difficult times nowadays, due to many disruptive changes, impacts. However as we might have already learned from our history, the typical response to these environmental (both internal and external) challenges are not effective on the long run. In case we plan just for short term, the business response is continuous stress; we face new and new problems or old ones not yet solved... The old phenomenon works extremely well: if you want different result, do something different!

In **Hungary** my group and me have achieved 200% growth, after the 2008 huge drop and hit – especially on the finance market where we operated.

In **Dubai** I had the great chance to learn on my own skin how a global leader can be effective and more and how to adapt and be an authentic leader.

In **Turkey** I see that internationalized knowledge and experience is a huge need and that even MNEs struggle with intercultural difficulties. I have been part of the finance market as a manager since January 2007 and so managed my group with a great success and our company. Taking into consideration cultural differences too, I would suggest the core change of organizational procedures, especially in hard times.

How? This is really my table, and have already started to execute strategic innovation and change plans for a couple of SMEs in Istanbul.

### **Professional Profile**

“The systematically and precisely working business woman, who is always full of positive energy and new innovative ideas, supporting and listening to both all the people around and project details” - as my clients, bosses and colleagues have told about me.

I am a committed leader to all the stakeholders I am working with and for. In the sense of grateful leadership and win-win agreements I succeeded with my more than 200 clients; gained the appreciation and supportive cooperation of our partners and the management at my formal and actual companies and still have very good relationship with them.

"Good connections both inside and outside are one of the most valuable assets of a company and one of the most important "skills" of a business person."

According to what I have seen so far and realized, gaining competitive advantage for the LONG run can be achieved only by creating, doing something special, specially good. Since we all know: people make their decisions on an emotional basis...even if it's about finance.

I would like to win all the benefits of comparative advantage, since I always want to be part of a winning team.

Strategic planning and execution, financial market analysis, social welfare and benefits, BRD, corporate governance, voluntary and humanitarian works, personal and business coaching, project development, politics, fashion, styling ...and cooking :-)) are also part of my professional repertoire; I am passionate about these topics and have high level of experience, knowledge.

After more than 7 years experience in managing, leading and coaching, my first point is: "be mensch". (Stephen Joel Trachtenberg)

**I am keen on connecting people, connecting the world as a whole to make it more livable.**

## PROFESSIONAL EXPERIENCE

2015 September –

**Consultant: building and executing marketing and pure CSR strategies, strategic HR innovation and disruptive change processes for SMEs in Turkey, executive coach; Business English and Hochdeutsch Teacher – online – at HOMO®**

- Global clientele: Turkey, Hungary, UAE, Ireland, Germany, Austria, Switzerland, Sweden.
- Being committed to add value and believing in group energy I have further developed my coaching skills, experience, knowledge and a ‘Google-type’ of being value-additive.
- In coaching I have more than 7 years experience with more than 200 coachees.
- Speaking languages develops in many ways, we understand cultures and people more, so we can co-operate with them much more effectively. Teaching has been my hobby since high school and is part of my personal mission.
- SMEs contribute to the world’s overall economy by more than 90% that’s why their excellence has become part of my professional mission.
- I am an extremely active businesswoman and always have seen that everything is connected to everything. My attention is not spread; my attention is on excellence whatever I do.

2014 May – 2015 July

**CC and Project Management Team establisher, Emirates Airlines Group Int., Dubai, UAE**

- Realized what could be organized more effectively to make the on board service even better and also how to enhance CC life conditions to support them in effective work and satisfied life. I was **researching** since I had joined Emirates; then contacted the responsible management members and we have started creating a plan and establish the changes, which will effect the whole organization. Project start: February 2015.
- With the vice-president initiated the whole conversation over the **resigning problem**; therefore the team could use my data to have the basics to find the most optimal ways to solve it.
- **Researching the reasons of huge fluctuation rate**, personal queries, 1-1 and group meetings, contacting and questioning seniors on board. Comparison with other airlines.
- Launching the action group to realize and succeed the **project outcome**. The project has impact on almost all parts of the organization: HR, training, recruiting, finance, corporate communications, services, cabin crew managers and the marketing departments.
- Presenting continuously to the high-level management (vice-president of Emirates and project manager for development), discuss the steps and available budget.
- Budget involved: data available and changing throughout the project establishment process.
- Flight attendant, **support security & safety**, experiencing cc **200 nationalities**.



2014 February – 2014 April

**District Manager, CALZEDONIA Group, INTIMISSIMI brand management**

- Directed **retail**, mono-brand stores, supported sales in peak hours to overcome the target limits;
- **Brand management**: inside shop by visual merchandising and sales assistants communication, promoting through my own network successfully.
- **Recruitment** of the new staff, stating orders, sales admin, visual merchandising.
- **Statistics analysis** on daily, monthly, yearly operations.



2013 August – 2014 February

**My special time:** I took a couple of months for **travelling abroad** and in Hungary, visiting my friends (Austria, Roma, Dubai, London etc.). Widened my network with very nice people and rehearsed my English knowledge. By the end of these months, at Christmas time (2013 December) I decided: if I stay in Hungary, I would like to work for **Calzedonia Group**; however when I get my job at **Emirates Airlines**, I would have accepted it and move to Dubai... You can see the results from my CV.

2006 January – 2013 August

**Area Director**, Hungarian Financial Intermediary Closed j.s. Co.,  
**Chief Counselor and Allfinance Analyst, Member of the board, Leader in sales, recruitment and trainings** (MPK Plc., allfinance, est. 2002; [www.mpk.hu](http://www.mpk.hu)), **Consultancy**

**8 years in corporate finance, financial instruments and market analysis, recruitment and training leading, finance-sales methodology, R&D, corporate social responsibility.**

- Succeeded with **strategic planning**, more than **200% growth rate** in sales within 1 year for my group.
- **HR**: improved the **whole recruiting process**, teaching, evaluating and analyzing methods, new motivation system; responsible and leader for 50 employees;
- **Coaching**: business and personal coaching conducted for circa 100 people (clients, executive colleagues, re-starters, university students)
- **TV, PR**: please see the links below of **TV interviews**, newspaper article; achieved high level **reputation** amongst our business partners (banks, insurance and investment companies etc.)
- **Trainings**: initiated new training structure; conducted effective sales trainings with sales managers (**circa 400 trainings**).
- **Administration, law**: performed control of budget and legal processes for clients, managed whole legal processes of buying / selling / mortgages, and prepared the **legal contracts**.
- **Presentations**: very strong **impact on audience** as clear, well prepared and straightforward presenter. Invited to hold a lot of financial and personality presentations.
- Business and personal **coaching**: achieved wide and deep trust, always created a friendly atmosphere since I have always been truly interested in supporting other people around me.
- **Corporate governance: being one of the directors, managing my own company and helping my father by our family company.**
- **Corporate finance**: SMEs, large corporations, non-profit orgs, family businesses, family finance structures implementation, evaluation and management.
- Grateful leadership and **motivation**: improved collegial satisfaction, we knew each other as friends; **solved conflicts** between managers and subordinates to gain a smooth workplace, which gives the basics for success.
- **Financial analysis**: Analyzed the **whole financial market** (mortgages, investments, insurances, bank accounts etc.); evaluated and filtered the appropriate financial instruments.
- Financial analysis about clients: more than 95% satisfaction rate, where the market average is about 50%. A lot of my clients are still in contact with me however only as friends.
- **Direct marketing**, direct sales: achieved high satisfaction amongst clients (about 500 individuals and companies); face-to-face negotiations; both direct and indirect customers.
- **Styling**: whole dress code innovation initiation, which makes
- **Social welfare and benefits: specialist** in these areas: healthcare and pension system were my major professional fields. Finding the optimal solutions both for companies and individuals to get proper social service via private organizations.
- **CSR**: organized the possible social support targets, evaluated taxation, sustainability benefits.
- **Performed to be the best manager within the whole company in 2007, and the first and youngest female director in 2012.**

2010 May – 2013 May

**Owner 1/1; Managing Director**; Homor Harmony Ltd.; financial consulting.

2005 June – 2005 December

**Marketing and PR Department, trainee HBO Ltd.**, Budapest

- Designed and introduced the new face of HBO guidebook.
- Successfully managed the autumn-winter HBO renewing marketing campaign alone.

2001 – 2010

**Manager Hostess, Hostess, Fashion Model** (At several model & hostess agencies)

- Attended and graduated with excellent marks at a one year model-hostess course
- Hostess Manager at **Formula 1 Hungary** for 5 years, responsible for the coordination, organization and quality work of about 30 hostesses each year.



## EDUCATION:

### 2015 – 2018 **University of Liverpool, MBA – English**

3 years MBA program: Leadership, Organizations in strategic context, Finance and Accounting for Managers, Market Perspectives, Innovation and Change, Strategic Human Resources Management, Global Leadership, Project Management, Investment Strategies.

2012 – 2012 **Oxford Brookes University**, Masters in Finance, Budapest – English

2007 – 2008 ELTE University, Political sciences, Budapest – Hungarian

2003 – 2007 **Oxford Brookes University, International Marketing specialization**, Budapest – English

IAA degree (International Advertising Association, US)

Semester reports: International TV channels' marketing and PR campaign

2003 – 2007 **Oxford Brookes University, Finance specialization**, Budapest - English

Degree subject: Discussion of the situation and the possible solutions for the Hungarian pension question: The different opportunities for different generations

## LANGUAGES:

**English (fluent professional), German (fluent professional), Hungarian (native)**, Italian (passive knowledge, beginner), Turkish (beginner)

## TRAININGS:

- Starting from 2005 lot of trainings: 10 different **coaching** trainings (direct work with 2 different coaches), How to gain commitment, when working with **different cultures?**, leadership, HR, **strategic HR**, presentation and **negotiation management**, PR, marketing, sales, sales execution, project planning and development, TQM, **anthropology**, coaching, personality analysis, **decision making processes**, strategic planning, financial analysis, styling and make up trainings, aviation security, direct customer service.

## SKILLS AND STRENGTHS:

- Excellent communication, **negotiation** and influencing skills
- Excellent **problem solving** and analytical skills, high attention to details
- Conceptual skills on a very high level, change and **innovation** focused
- Leadership and **strategic thinking** professional
- Impressive presentation skills
- Extremely high level of business **emotionality** resulting in coherent connections
- Excellent **networking** skills (LinkedIn 800 connections, Facebook 2800 connections, all known people)
- Extremely high level of creativity, **creative problem-solving**
- **Motivational leader also in crisis**
- **Double-loop learning skills**
- **Systems-based thinking**
- **Values-driven thinking**
- **Life balance professional**: between all parts of life if there is a balance, we are the most effective.

## PERSONAL INFORMATION:

- Date and place of birth: 28 April 1985, Székesfehérvár, Hungary
- International driving license
- All compulsory and advised vaccinations for Africa

## INTERVIEWS, PUBLICATIONS:

The first 3 of the below links are TV reports discussing the possible solutions of pension, education and healthcare system problems, both from public and private sector point of view. The 4<sup>th</sup> link is an economic newspaper article with a title of: A little socioeconomic overview, or why are we here where we are? Page 58-61.

- <http://www.youtube.com/watch?v=u0Na4SASaHI>
- <http://www.youtube.com/watch?v=-mSYQlbp9sU&feature=youtu.be>
- <http://www.youtube.com/watch?v=MyG9KAwsEso&feature=youtu.be>
- <http://ipaper.ipapercms.dk/2zsirfKft/Forexclusive5/ page 58-62.>