



Ahmet Abaci

CMO

About Ahmet

Ahmet helps companies by combining the innovativeness of challenger brands with the discipline of blue-chip global companies to deliver step change in performance. An experienced global marketing executive, Ahmet believes in the power of strong brands for financial health. He collaborates with teams to uncover big ideas, turn them into meaningful new products or services, and execute authentic brand plans.

How Ahmet has Helped Businesses Grow

Growth Strategy

- Developed a differentiated and relevant strategy for Mizuno across multiple sports to successfully compete with much larger brands. Business grew double digits in slow growth markets.
- Consolidated Bausch & Lomb's fragmented global eye vitamin business under one clear strategy endorsed by patients and physicians for sustained growth.

Innovation & Technology

- Defined innovation and connected ecosystem strategy for Spalding working with startups like ShotTracker, NBN23 and internal teams to add new revenue streams to core business.
- Leveraged challenger thinking and agile innovation to drive incremental sales on brands such as Durex, Huggies, Kotex.

Go-to-Market Execution

- Implemented best-in-class go-to-market processes and team structure for Mizuno. Won Most Effective Brand Award in North America from Effie.
- Developed plans to minimize sales channel conflict through product assortment and pricing in Big Box, wholesale, convenience, specialty, e-commerce channels.
- Rebalanced spending across print, digital, sponsorship, grassroots, etc. to create resources for growth initiatives.

E-commerce & Digital

- Drove exponential sales growth through brand website as well as e-commerce retailers like Amazon. Walmart.com by focusing on driving quality traffic, increasing conversion and nurturing loyalty at Mizuno and Spalding.

Expertise

Industry Experience

- Retail
- Consumer
- Health and Wellness
- Consumer Goods
- Healthcare
- Manufacturing
- Sporting Goods
- Sports Technology
- Footwear
- Apparel

Specialties

- Growth Strategy
- Market/Consumer Insight
- Go-to-Market Strategy
- E-commerce
- Product Innovation
- Channel Strategy

Contact Information

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Published Works

- [Is Strategy Development a Losing Game? Three Ways CEOs can Boost Their Odds](#)
- [What Can CEOs Learn from the Business of Sports?](#)

Executive Marketing Experience

- VP Brand Strategy & Product Marketing, Spalding / Dudley / AAI
- VP Marketing, Mizuno USA
- VP Marketing Americas Region, SSL International (Reckitt Benckiser)
- Global Director of Strategy, Bausch & Lomb
- Global Marketing Director, Kimberly-Clark Corporation

Education

- MBA, University of Rochester
- BS, Industrial Engineering, Boğaziçi University