

C. Mert Baki

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EXECUTIVE SUMMARY

Dynamic regional executive with over 33 years of leadership experience across the EMEA, APJ, LATAM as global technical executive. Proven track record in driving growth, building strategic alliances, leading high-performance teams within the technology and data infrastructure sectors. Recognized for developing regional market strategies, strengthening partner ecosystems, and achieving revenue and operational excellence for leading global technology firms.

PROFESSIONAL EXPERIENCE

***Shifra Middle East* – MEA Management Consultant**

June 2025 – Present

Leading alliance strategy and partner enablement across the Middle East and Africa, driving business development and strategic collaborations.

***Redington Middle East* – MEA General Manager, Enterprise Services**

April 2023 – June 2025

Directed regional operations and growth initiatives across the Middle East and Africa, managing multi-country teams and expanding technology partnerships.

***Pure Storage Middle East* – EMEA Channel System Engineering Manager**

April 2019 – April 2023

Oversaw channel enablement and partner technical programs across EMEA, supporting strategic customers and driving data infrastructure solutions.

***Gulf Business Machines (GBM)* – Technical Platform Principal**

August 2018 – April 2019

Delivered enterprise infrastructure strategies and guided client transformation projects across the GCC region.

IBM Middle East – Data Storage & Software Defined, Technical Platform Lead

June 2016 – July 2018

Held multiple leadership roles across MEA and Global Growth Markets, driving enterprise data storage strategies, customer success, and regional sales enablement.

IBM Global Growth Markets – Enterprise Data Storage Technical Executive

June 2012– July 2016

Held technical leadership roles for Global Growth Markets, driving enterprise data storage strategies, customer success, and regional sales enablement in EMEA, LATAM, APJ regions

IBM Central Eastern Europe – XIV Data Storage Technical Executive

June 2009– July 2012

Held technical leadership roles for CEEMEA, driving enterprise data storage strategies, customer success, and regional sales enablement in CEEMEA regions

EMC (DELL) Turkey – Technology Consultants SE Manager

November 2004 – June 2009

Led pre-sales and solutions design for enterprise storage clients, contributing to business growth and market penetration.

Koc Sistem – Unix/Storage Technical Lead

October 2001 – November 2004

Managed enterprise infrastructure deployments and supported client modernization initiatives.

Storus Data Storage A.S. – Co-founder & General Manager

May 1998 – September 2001

Founded and led a data storage solutions company, overseeing operations, sales, and product development.

Xerox Turkey – Product Manager

February 1997 – May 1998

Meteksan Sistem – Product Manager

1996 – 1997

National Security Academy – Army Officer

1994 – 1996

EDUCATION

Middle East Technical University – BS, MS Physics (1989 – 1993)