

## Çağlayan Arkan



General Manager, Worldwide Manufacturing and Resources Industry  
Worldwide Industry  
Microsoft Corp.

Çağlayan Arkan joined Microsoft in 2003 and is currently responsible for leading the development and execution of Microsoft's global manufacturing and resources strategy and portfolio, leading the team of industry experts that engage customers thru their digital transformation journeys in respective verticals such as automotive, high tech and electronics, industrial equipment, aerospace, chemicals, agrochemicals, oil and gas, mining and utilities.

The WW M&R team is tasked with maximizing growth, market share and market impact through vision-driven leadership of Manufacturing & Resources (M&R) industry strategy. The team is also chartered with transforming customer engagements globally from technology to business value, while overseeing expansion of customer audiences from predominantly IT to business decision makers and the C-Suite at large enterprise customers. Çağlayan's team assesses current/projected performance and emerging trends, like Internet of Things, artificial intelligence, robots, mixed reality and more to define priorities for comprehensive solutions portfolio to maximize impact by scaling solutions within worldwide enterprise sales teams and partner ecosystems and define strategy to win new customers while growing existing accounts.

Prior to the current role, Çağlayan has been the country manager for Microsoft Turkey between 2003 and 2009. Before joining Microsoft, Çağlayan worked at Siemens Business Services in several capacities, including country manager and international business development executive between 1997 and 2003, leading growth of Siemens' outsourcing and value-added IT services business in Turkey and in Europe.

Earlier in his career, Çağlayan has been in various sales, sales leadership and general management roles, including 10 years as an entrepreneur.

Çağlayan is currently based in Redmond, Washington with his family.