



Strategy | Management | Research

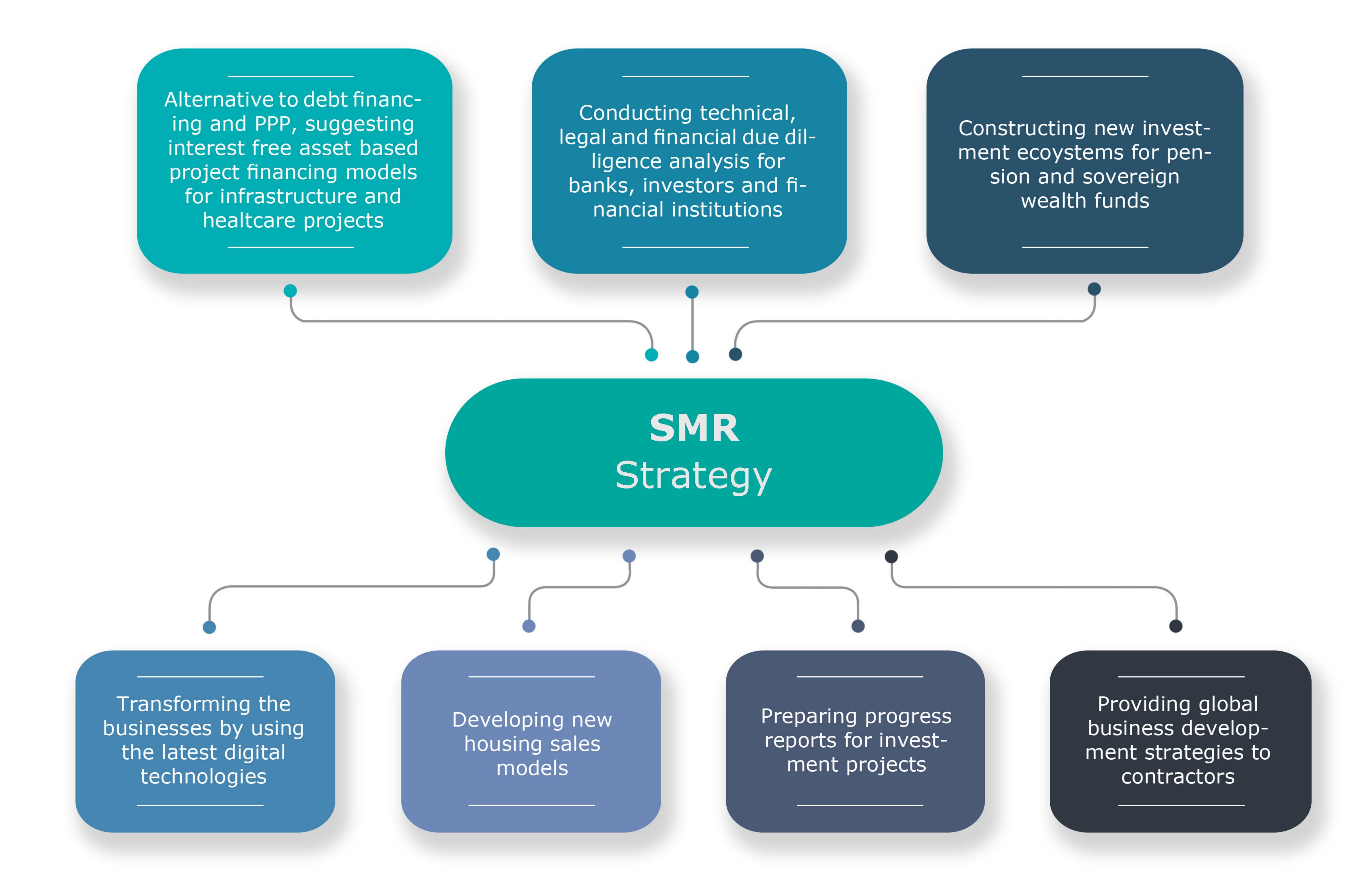
Invest in the Change Manage the Future



# About Us

SMR STRATEGY is a strategic investment and management consultancy company which is established to provide sustainable growth for organizations, increase the operational efficiency and profitability of the companies, offer consulting services to investors both in local and global markets, enable companies grow internationally and structure strategic partnerships.

Investment Management, Change Management, Project Management and Strategic Management are our core competencies among many services we provide, and we have expertise in many industries including Real Estate, Construction, Energy and Finance.

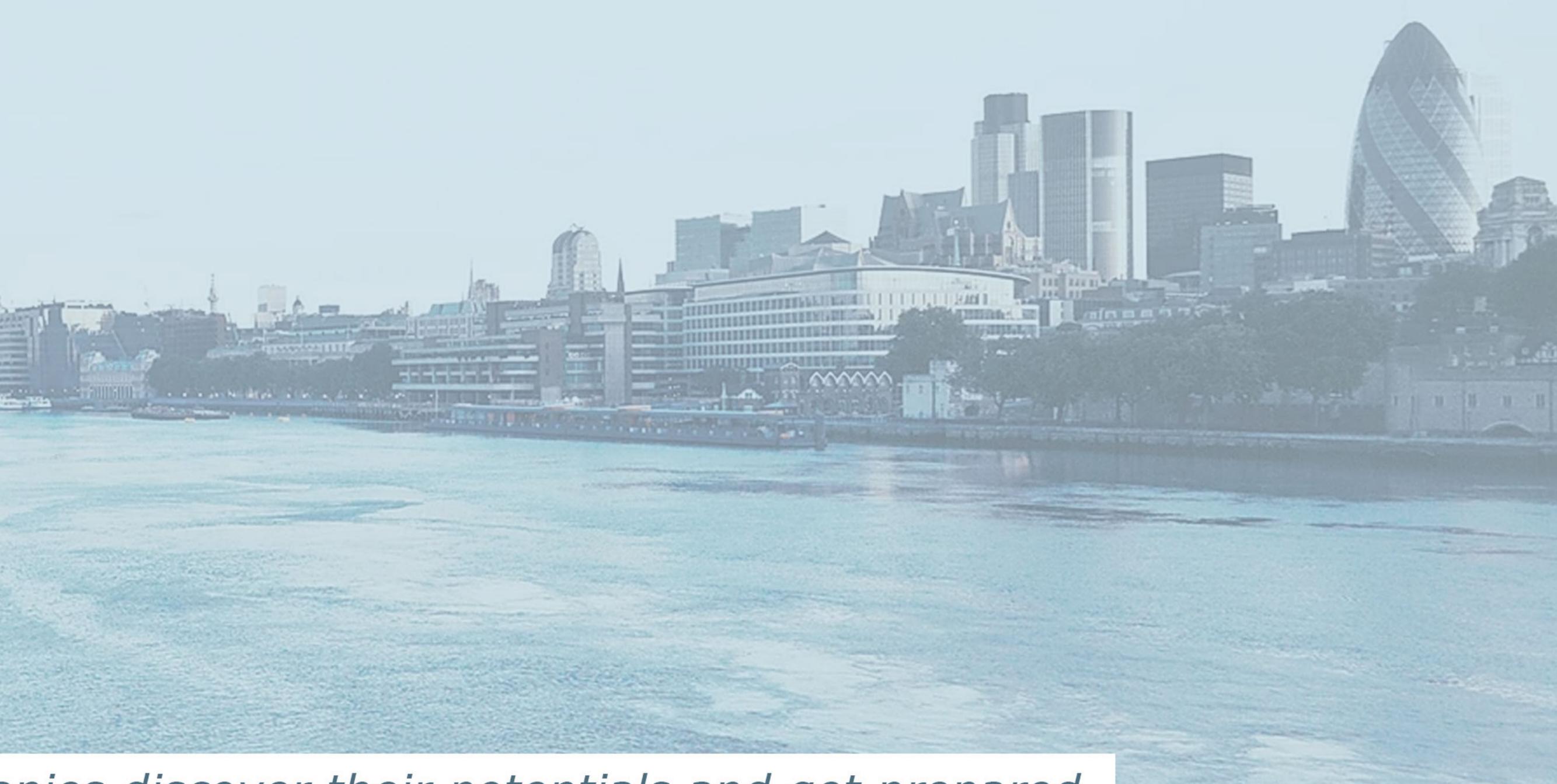




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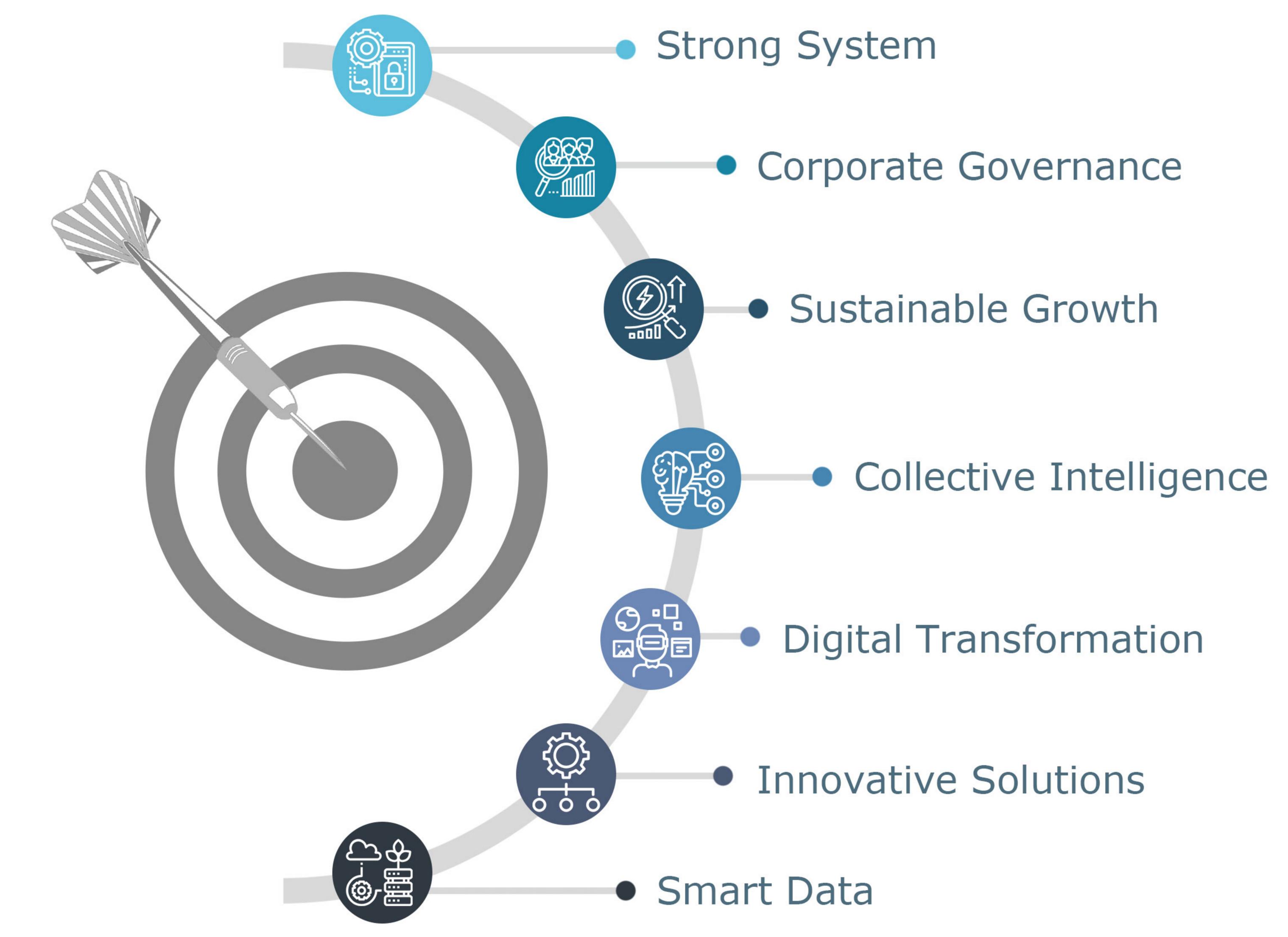
# OUR MISSON

Providing sustainable success by transforming companies through changing the angels, structing a strong system, emphasizing collective intelligence and shaping the corporate culture. Thats our mission



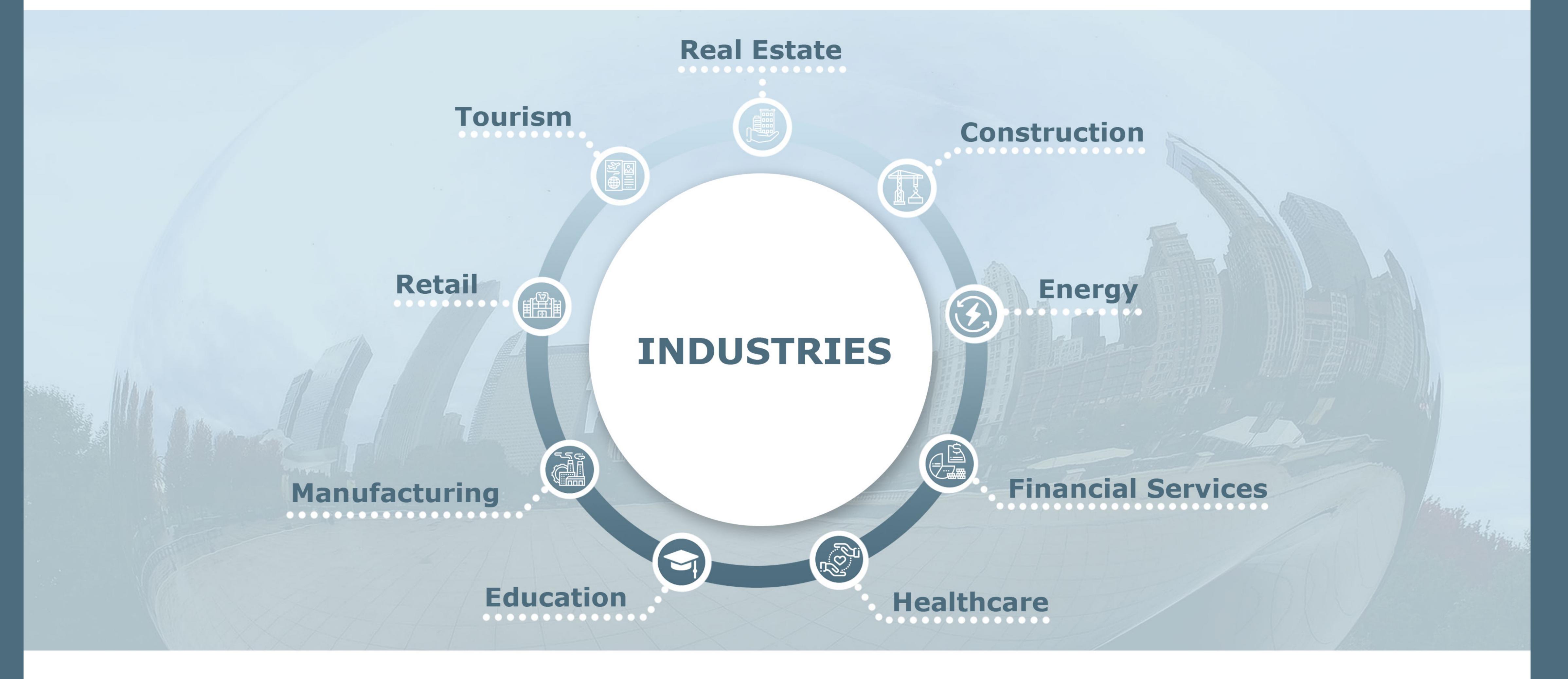
We help companies discover their potentials and get prepared for the future. Investing in the future and managing the future are the main pillars of our mission.

Dr. Levent Sümer Founder, Chairman



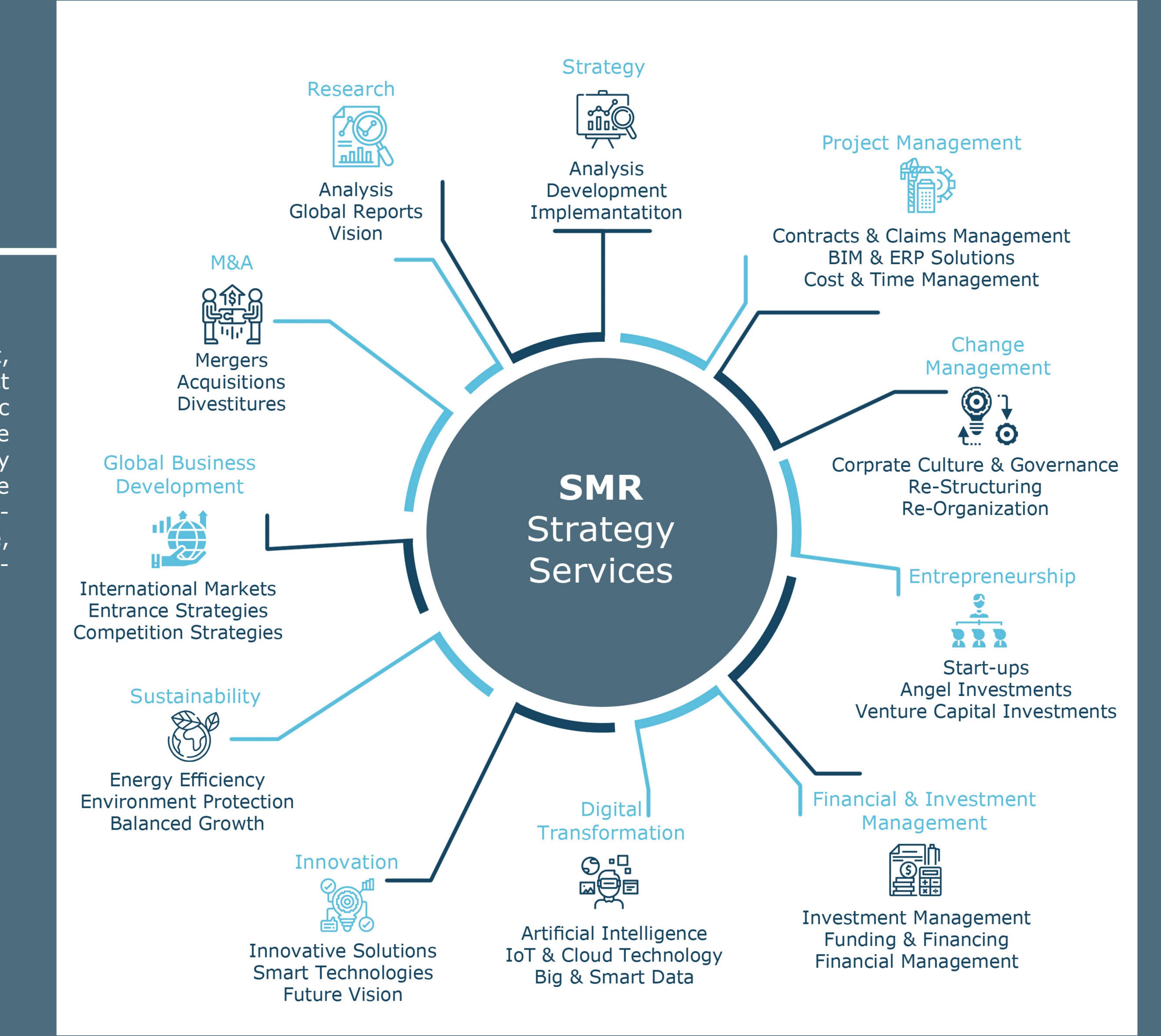


SMR Strategy team provides you global services by using our professional skills and extensive experience we gained in many industries and different countries.



# Services We Provide

Investment Management, Change Management, Project Management and Strategic Management are our core competencies among many services we provide, and we have expertise in many industries including Real Estate, Construction, Energy and Finance.





# Industries



#### Real Estate

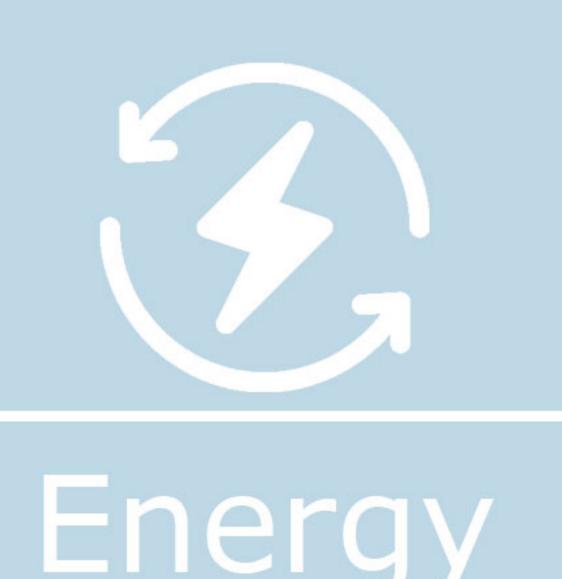
Corporate Governance, Alternative Financing Resources and Re-Structuring of the Organizations for Sustainable Growth

Real Estate companies are facing with challenges including decreasing sales and occupancy rates, increasing interest rates and inflation, hard competition, insufficient regulations, decrease in foreign direct investments and high political risks especially in emerging economies. The industry is needed to be reshaped in the lights of the changing market conditions and demands. Re-structuring the organizations in accordance with these conditions and future expectations, establishing sustainable corporate governance policies and creating alternative financing resources help real estate companies to carry their business to future.



Smart buildings, BIM, ERP and AI will Shape the Future of Industry

Digital transformation is shaping all industries. Construction industry is one of the latest industry that adopt the changes that digitalization brings, yet new technologies such as building information modelling (BIM), design and construction of smart buildings, IoT, and enterprise resource planning (ERP) are the main issues that the industry follows. Those which are late to implement and adopt these technologies and systems, as well as initiating a corporate culture transformation may not be able to survive in the near future.



Despite the Increased Risks, Energy Industry Keeps its Attractiveness for Global Investments

The volatility of the oil prices, trade wars, environmental concerns and increased political risks are the main issues that the energy companies tackle. A strong corporate sustainability approach together with enhanced governance, balanced diversification, strong financial management and realistic market forecasts, energy industry may still be one of the main sectors that investments are focused.



#### Financial Services

Blockchain, Trade Wars, Digital Payment Systems and Further: What the Finance Industry will Face in the Future?

The world has been challenging very difficult economic situation. The trade wars and increased interest rates started shifting the money flow from emerging countries to developed ones. Block chain, digital payment systems (which still questionable) and technological developments in finance are increasing rapidly. Due to political tensions, there is a decrease in the appetite of the investors to invest in developing countries. Asset based funding seem a solution to prevent economic crisis, yet there should be a reasonable intersection point of the investors' interest and the returns of the projects financed.



#### Healthcare

Integrating the Social and Technological Aspects in Healthcare, it is a Must.

The innovation is very essential for healthcare industry when it comes to invention of new equipment and medicines. The social integration of healthcare industry is as important as the technological developments due to its motivational effect to patients. Creating a smart strategy that provides a common solution to companies in healthcare industry which enables them to cure patients by using motivational approach.



Culture, Values and Strategic Innovative Solutions are the Main Pillars of Future Education

Education system and strategy is always facing difficulties due to the rapidly changing conditions and social expectations. Although the culture and main value education need to be more stable and planned long-term, the content of the courses need to respond the changing global conditions and future outlooks. That may be possible by adapting strategic innovative solutions.



# Industries



### Manufacturing

Industry 4.0 Revolution is Important for Manufacturing Industry, but what about the Social Impact?

The industry 4.0 revolution is changing the whole manufacturing systems and methods. The connectivity, the use of AI and robots, smart logistics, increased efficiency and decreased costs are the main trends of the implementation of the industry 4.0 to manufacturing industry. That is needed to be evaluated together with social impacts, but how? By giving value more on employees and training them.



#### Retail

Customer Behaviors and Technology Use: What is Next?

Retail industry is customer oriented and the changing perception and behaviors of the customers shape the future strategy of the industry. Technology, digitalization, the use of AI are the new trends to increase the market shares as well as entering into new markets.



#### Tourism

E-commerce, Mobility, Politics and Millennials' Expectations are Changing the Industry

The technological developments such as online booking, the increase of e-commerce and mobility in many aspects, the consumer behaviors of the millennials and the new generation have been changing the hospitality industry. Political relations and economic developments are also affecting the number of tourists as well as their daily expenditures. In that aspect, the companies which are able to adopt their business models to the changing conditions and create strong brands will have the chance keep taking place in the future hospitality industry.

# Our Services



### Strategy

New Strategies for New Business Models

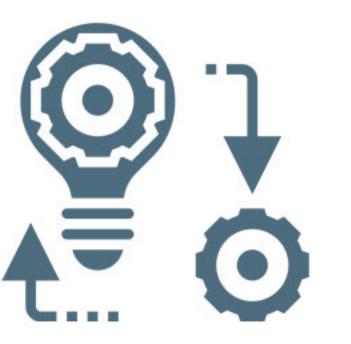
Global economic, political and technological changes are challenging companies to develop new strategies to survive in the near future. The start-ups are growing rapidly, and the traditional companies are losing their long time leading positions. Strategists need to be aware of these new challenging changes, develop new approaches and adopt new strategic models to carry the companies to next levels.



### Project Management

The New Technology Oriented Approach to Project Management Makes Difference

Project management is a tool for more efficient outcomes which integrates many aspects of management including stakeholders, communication, time, cost, risk and quality. An integrated project management approach which uses the latest technology enables the customers gain the benefits of a well-organized strategic and technological project management method.



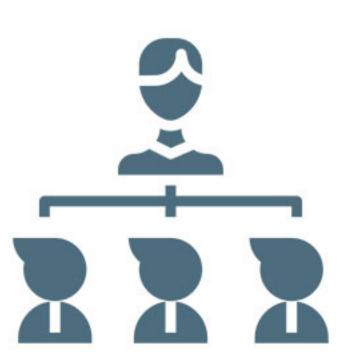
# Change Management

Managing the Change, Managing the Future

The rule of business game is changing, and only those which are able to respond to these changes may carry their businesses to the next generations. Family businesses in that context need to train their crown princess in accordance with the new requirements of the new rules, yet the organizational structures, the governances and in some aspects the cultures must be reshaped. Employees included fast decision-making processes and the new definition of leadership are important pillars of Change Management which will enable companies to be more competitive and adaptive to changing conditions that will result with successful outcomes.



# Our Services



## Enterpreneurship

Strategies to Transform your Start-ups into Fast Growing Enterprises

Entrepreneurship needs a free-soul and hard working. That is not enough in today's world. Understanding customer's expectations, creating brilliant brands and marketing strategies and finding the required financing or investors are essential. That is needed to be enhanced with a flexible organization that enable the start-up become a fast-growing company.



# Finance & Investments

Asset Based Mixed Funding Appproach is a Solution

The global economy is challenging crisis every few decades. Companies suffer from these economic crisis, while many giants collapse, some of them are only able to survive. Creating sustainable financing models is important in that aspect yet finding alternative financing sources is also vital for the sustainability of investments. Asset based mixed funding approach that attracts sovereign wealth funds, pension funds, banks and other financial institutions can bring a long-term solution for financing problems.



### Digital Transformation

Collective Intelligence need Cultural Transformation

Each day, the world is experiencing new digital developments. The use of Artificial Intelligence (AI), Big Data, the Internet of Things (IoT), the use of Robots and other digital developments has been transforming the world much faster than the speeds of the previous industrial revolutions. The companies need to adopt their business models and organizations with respect to digital transformation by converting big data into smart data, by introducing new technology and systems, by changing corporate culture and improving employee engagement and alignment.



#### Innovation

Innovation Happens when New Angles Set Free

Innovation is the future itself but hard to implement for many companies due to either the resistance of the current culture to change or lack of financial resources. Innovation can be beneficial to the companies if it is managed by establishing a sustainable system which integrates well-planned strategies. The corporate culture is needed to be structured where a free environment is set for innovative ideas.



## Sustainability

Maintaining a Sustainable Growth is More Important than Ever

While economic, environmental and social issues are gaining more balanced value in doing business, Sustainability has been a more important issue than ever. Alongside with digital transformation and change management, Sustainability is a critical issue that will carry the businesses to future by creating more effective and efficient resources management, as well as providing increasing growing opportunities.



### Global Investment

Setting Global Strategy, Flexibility at Local Action

Despite the threats of the political developments in the world, doing global business is still an important way of growing the companies, yet they need to adopt themselves to changing conditions. Developing new strategies to compete with locals, decreasing the manufacturing and transportation costs, creating a strong and acceptable brand that is accepted internationally are important pillars of doing global business



# Our Services



#### A&M

Growing Together or Divestiture is an Important Strategic Decision

Although some of the transactions end up unsuccessfully, Mergers, Acquisitions and in some circumstances Divestitures (M&A&D) are still important strategies for companies to grow, increase their market shares and enhance their brands value. Connecting the financial and technical powers of two companies or acquiring a new start-up are important steps for future growth strategies.



#### Research

Research for Future Strategies

Providing comprehensive researched in different industries such as real estate, construction, energy, manufacturing, finance, retail, hospitality, education and health may contribute both to the companies to re-evaluate and develop their strategies and governments to provide the best renewed and updated services to their citizens.





# Management



Dr. **Levent Sümer**, PMP, MRICS Founder, Chairman

Before establishing SMR, he held different top managerial positions at Torunlar REIT, a leading real estate investment company in Turkey, AE Arma-Elektropanc, an ENR-250 company active in UK, Russia, UAE, Algeria, Azerbaijan and Turkey, Calik Holding, a large holding active in textile, construction, energy, telecommunications, finance and mining, Bahadir Construction, a large contractor working in GCC and Masonry Company, a specialty contractor in Chicago. Dr. Sumer is the Co-Founder and the Chairman of International Project Management Institute (UPYE). Dr. Sumer has an extensive experience in real estate, construction, finance and investments. Besides his professional experience, Dr. Sumer is coordinating the MBA in Real Estate Program at Istinye University and teaching at Bogazici University.

Ph.D., Civil Engineering (Real Estate Finance); Boğaziçi University

M.S., Construction Engineering and Management, Illinois Insitute of Technology

B.S., Civil Engineering, Istanbul Technical University

#### Soner Özkan

America Director

MSc., Design & Manufacturing, Illinois Institute of Technology BSc., Mechanical Engineering, Istanbul Technical University

Expertise in all aspects of energy, sales and contracts management

#### Gökmen Sümer

Europe Director

MSc., International Trade Management, Boğaziçi University Bachelors Business Administration, Istanbul University

Expertise in all aspects of finance, energy, e-commerce, corporate governance, digitalization and sustainability

#### **Advisory Board**

Prof. Vedat Akgiray

Prof. David Arditi

Prof. Ali Hepşen

Prof. Beliz Ozorhon Orakcal

Dr. M. Emre Camlibel

Dr. M. Sait Culfik

Emrah Mazıcı

Tariq Al Rifai

Omar Azzam

Noyan Sancar

Lutfullah Kutlu

Yasin Yavuz

H. Hulki Kara

Burak Pilavci



# Consultancy Services

# rganizational Decision Support System Operational Efficiency Crisis Management Change Management

Digital Transformation

Report Content Support

Real Estate Development

Investment Management

Project Management

Contract Management

#### Global Economic Developments

Global Risk Assessments

Sustainability Researches

Corporate Social Responsibility

Global Technological Developments and Digital Transformation

New Manufacturing Models in the Lights of Industry 4.0

International Cooperation and Competitive Assessments

National and International Capital Markets

Developments in the Industrial and Energy Markets

New Employee Profiles and Working Models in the Changing World

#### PMP Training

RICS Assessment Training

Alternative Financing Models

Real Estate Investment Trusts

Real Estate Investment Funds

Venture Capital Investment Funds

Angel Investments

Crowdfunding

Blockchain and Fintech

Financing Together with International Finance Institutions (EBRD, IFC, etc)

Training Services

#### Public Private Partnership Projects

Digital Strategy and Digital Transformation (IoT, AI, Big Data, RPA, AR/VR, etc)

Smart Buildings

Smart Cities

Sustainability and Energy Efficiency in Construction Projects

Green Buildings

Data Analytics

Data Mining

NEBOSH, IOSH Training



# Training Services

Basic Principles of Project Management Strategic Planning and Management

Communication Skills, Stakeholder Management and Leadership

Construction Management

Planning and Time Management

Tender, Budget and Cost Management

Risk Management

QA/QC Management

Contracts Management

Contracts Negotiations

Contracts Law

Claims Management

Dispute Resolution Methods (Arbitration, Mediation, DAB)

International Project Management

International Contracts (FIDIC, AIA, JCT, NEC etc)

Accounting

Finance and Cash Flow Management

Tax Regulations and Applications

Financial Planning and Reporting

Construction Site Management

Procurement and Logistics Management

Health and Safety Regulations

Construction Site Reporting and Documentation

Allplan, Autocad, Revit

Microsoft Project, Primavera

Enterprise Resource Planning (ERP)

Building Information Modelling (BIM)

Challenges in Project Management

Lean and Agile Construction

Project Management in Urban Transformation

Innovation and Change Management in Construction

Industry 4.0 Applications in Construction

HSE Leadership

HSE in Construction Management

HSE Through Design Management

ISO 45001 HSE Management Awareness

HSE in Human Resources Management

HSE in Procurement Processes

Accidents and Root-Cause Analysis

Awareness for Jurisdictional Aspects of Accidents

Project Development and Investment Management

Real Estate Development and Appraisals

Zoning Regulations

Facility Management

Interdisciplinary Design, Design Management and Value

Engineering

Environmental Impact Assessment (EIA)

Project Finance

Corporate Finance

Standard Trains



Strategy | Management | Research

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