

TOLGA ALISOGLU

PROFILE

Executive, driven by the ability to make a difference, specializing in destination centers, themed entertainment projects, events, and media.

Collaborative style, international experience and in leading multiple teams and project, business development strategies

EDUCATION

Master of Business Administration
Masters of International Relations
Bachelor of Science in Economics

CONTACT

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ASSOCIATIONS

IAAPA
IAAPA — Manufacturer & Supplier Committee
Member
Themed Entertainment Association
ENDEAVOR
Florida Turkish American
Association

LOCATION

Boca Raton, FL

DATE OF BIRTH

1977

WORK EXPERIENCE

Alice Scenic Studios - Founder & President – Boca Raton - Florida
2022– Present

Company Profile – Specialized in handling both small and large-scale artistic production and scenery design projects for clients in theme parks, museums, theater, television, film, and live event promotion globally.

Key Responsibilities:

- Conducted meetings with prospective clients to assess their needs and interests, identified potential sales opportunities, and provided recommendations, ensuring effective project follow-up.
- Managed the fabrication process in collaboration with Sales, Creative, and Architectural teams, supporting and overseeing projects from initiation to completion.
- Conducted thorough research on products and services to identify opportunities for enhancing the company's offerings.
- Developed compelling proposals for new business opportunities, identified potential clients, and researched their specific needs, ensuring comprehensive and tailored solutions.
- Maintained regular communication with existing clients to ensure satisfaction with the services provided.

Outdoor Factory - Head of Sales & Management
2021– 2023

Company Profile – Design and build theme parks, museums, water parks, and city architecture.

Key Responsibilities:

- Conducted meetings with prospective clients to ascertain their needs and interests, identified potential sales opportunities, recommended solutions, and successfully closed sales.
- Collaborated with the Marketing, Creative, and Architectural teams to provide support and ensure effective follow-up on sales initiatives.
- Conducted thorough research on products and services to identify opportunities for enhancing the company's offerings.
- Developed and implemented strategic marketing plans for new products or services, establishing relationships with potential clients and identifying areas of interest for them.
- Formulated proposals for new business opportunities by identifying potential clients, researching their needs, and preparing comprehensive proposals for submission.

- Prepared reports summarizing sales activities and results to track and communicate progress.
- Conducted regular meetings with existing clients to ensure satisfaction with the services provided.

Alice Creative – Founder & President - Istanbul
2015- Present

Key Responsibilities:

Company Profile: Specializing in large-scale events and providing turn-key scenic production services for theme parks, museums, water parks, shopping malls, TV studios, and brands. Proud owner of one of Turkey's largest festivals.

- Orchestrated the planning and organization of special events, ensuring seamless execution.
- Conducted meetings with prospective clients to understand their needs and interests, identified sales opportunities, recommended solutions, and successfully closed sales.
- Managed the end-to-end process of sales activities, design, fabrication, and installation of scenic works for theme parks, museums, water parks, shopping malls, TV studios, and brands.
- Established and enforced rules, procedures, and policies to ensure the smooth operation of events.
- Supervised event staff, including directors, managers, coordinators, and support personnel, involved in planning and executing events.
- Managed relationships with vendors providing catering, entertainment, transportation, and other services essential for event success.
- Oversaw the companies' Key Performance Indicators (KPIs) to track and improve overall performance.

Water Garden – General Manager - Istanbul
2015– 2017

Company Profile: Eatery entertainment destination center including water fountains, shopping mall, show venues.

Key Responsibilities:

- Developing the feasibility study and business strategies
- Developing the theme of the land ensure strategy alignment with objectives
- Overseeing the build/fabricate/execute/Install/launch process
- Media Creation
- Overseeing the connected story design project with technology, and materials selection

Vialand – CEO & General Manager - Istanbul
2012– 2015

Key Responsibilities:

Company Profile: Turkey’s biggest mix used project including Theme Park, Shopping mall, Hotel with \$650 million investment on 600,000 sqm land. ~ 30 million visitors annually & 100,000 sqm GLA

- Developed comprehensive feasibility studies and business strategies to inform decision-making.
- Formulated and developed the thematic concept for land use, ensuring alignment with strategic objectives.
- Oversaw the end-to-end process, including building, fabricating, executing, installing, and launching initiatives.
- Created and executed media and marketing strategies to enhance brand visibility.
- Directed the connected story design project, involving technology and materials selection for optimal results.
- Managed budgetary considerations in line with Key Performance Indicators (KPIs).
- Fostered employee engagement through encouragement and support.
- Provided oversight for all operational and business activities to ensure smooth execution.
- Made investment decisions to support overall business objectives.

Media & Broadcasting companies

Over 15 years of progressive experience, spanning roles from Management Trainee to General Manager