

MURAT ONUR YUKSEL

Grocery Retail & CPG Commercial Executive | Transformation & Digital Growth Leader



Istanbul, Turkey



murat@onuryuksel.com



+90 532 623 7055



LinkedIn: Murat Onur Yuksel



EDUCATION

Uludag University, Turkey
B.A., Administrative Sciences
Faculty of Economics &
Administrative Sciences

CAREER JOURNEY

Al Raya Markets (Tamimi Group)
Chief of Digital Growth · Chief of Staff
to the CEO · Transformation Director
2024 – Present

Tamimi Markets
Commercial Director, Saudi Arabia &
Country Manager, Turkey Buying
Office
2020 – 2024

Nielsen (now NielsenIQ)
Regional Director – Retailer Services
& Loyalty Analytics
2012 – 2020

DIA Supermarkets – Carrefour Group
Business Development Manager
2006 – 2012

PROFESSIONAL DEVELOPMENT

Advanced Negotiation – GAP
International
Executive Coaching – ICF
MS SQL Server Administration

LANGUAGES

Turkish (Native) · English (Fluent) ·
German (Basic)

EXECUTIVE PROFILE

Murat Onur Yuksel is a grocery retail and CPG commercial executive with more than **25 years of international experience across Saudi Arabia, the Middle East, Africa, Turkey and Europe**. He currently serves as **Chief of Digital Growth at Al Raya Markets**, part of the **Tamimi Group**, one of Saudi Arabia's leading grocery retailers, where he leads e-commerce, q-commerce, marketplace and loyalty. He combines retailer-side commercial depth with consulting-grade analytics, and is known for turning strategy into executed change.

His results have earned industry recognition. At Nielsen he received the **Nielsen Platinum Award** for securing a collaboration with **Lulu Group**, the **GCC's largest retailer**. As **Commercial Director of Tamimi Markets**, he owned a **\$1.2B commercial P&L** covering purchasing, pricing, promotions, assortment, margin and stock, and delivered sales and profit ahead of the annual budget.

At Al Raya, Murat served as **Transformation Director** and **Chief of Staff to the CEO**, leading the integration of the newly acquired **51-store chain in partnership with McKinsey & Company**. He rebuilt commercial and pricing strategy, **doubled private label share and lifted gross margin**. He then built the digital business from zero: **q-commerce with Jahez and HungerStation**, the **AL RAYA CLUB loyalty app** and the **Baqqalati.com marketplace** with BNPL payments.

Earlier, he spent **eight years at Nielsen (now NielsenIQ)**, latterly as **Regional Director for Retailer Services and Loyalty Analytics across 16 countries** in Africa and the Middle East. He opened four new markets, **Algeria, Pakistan, Nigeria and Kenya**, and helped leading retailers turn customer data into pricing, assortment and segmentation decisions.

Murat began his career at **DIA Supermarkets (Carrefour Group)** in Turkey, where he helped develop the discount format and roll it out to **about 1,000 stores**, including integration of the acquired Endi Markets network.

He holds a bachelor's degree in Administrative Sciences from **Uludag University**. His leadership is guided by three aims: to **earn the full support of vendors**, to build a retailer **customers love to visit and shop**, and to create a company where **employees are proud to work**.

KEY ACHIEVEMENTS

- **Nielsen Platinum Award** for winning Lulu Group
- **\$1.2B P&L** delivered above sales and profit budget
- **51-store integration** with McKinsey; private label share doubled
- **4 new markets** opened for Nielsen in Africa and Asia
- **~1,000-store** discount format rollout at DIA

CORE EXPERTISE

- **Commercial strategy** and P&L ownership
- **Vendor negotiation**, pricing and promotions
- **Assortment** and private label development
- **Transformation** and post-acquisition integration
- **Digital growth**, q-commerce, loyalty and CRM