

ABOUT ME



Mert Demiraglar
Sales Representative
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Mert Demiraglar is an EMEA Sales Representative for ChromaScape, leading the German region with enthusiasm and expertise. Excited to be back in the dynamic world of paper, he is dedicated to expanding the customer base, optimizing budgets and staying ahead of the competition. With a hands-on approach, Mert supports technical customer trials, drives innovation in market and technology development and ensures seamless sales data management. His commitment to building lasting relationships guarantees strong customer retention and satisfaction.

Mert brings a wealth of experience to his role at ChromaScape. He has held leadership positions in technical sales, including Head of Technical Sales and Sales Manager roles, where he specialized in sales management, budget planning and competitor analysis. He has managed international key accounts, overseen the preparation and communication of sales-related market and customer data and contributed to the development of CRM tools. Additionally, Mert has a strong background in R&D for colorants, with expertise in the synthesis and formulation of dyes.

Mert holds certifications for Management Development from Bayer Academy Austria; Master Professional of Technical Management Chamber of Commerce and Industry, and Engineer for Chemistry from Bayer AG LEV.

Mert and his wife, Ebru, have been married for 28 years, and have two daughters, ages 21 and 24, who are both currently studying. Having spent a significant amount of time abroad, their family embraces an open and tolerant lifestyle, valuing adaptability and a positive mindset. Mert enjoys traveling to new countries, immersing himself in different cultures and exploring history. He has a deep appreciation for the sea, sun and good food. Cooking is one of his passions, and he takes great pleasure in preparing meals for his family, finding it both relaxing and fulfilling.

Top Skills:

Communication and Conflict Management • Intercultural Competences • Team Player • Strong Cross-Selling Capabilities • Preparation and Execution of Contract Negotiations • Customer Relationship Management • Multilingual (German, English and Turkish)

Specialties:

Paper Chemicals • Polymers • Colorants • Pigments
Water Treatment • Biocides

Experience:

Follmann GmbH: **Regional Sales Manager
General Assembly**

Blankophor GmbH: **Head of Sales / Technical
Sales**

Kemira Germany GmbH: **Area Sales Manager**

Lanxess Austria GmbH, Vienna: **Sales
Management of the Region Austria/South East
Europe**

Bayer Plc, Newbury UK: **Area Sales Manager**

Bayer AG Leverkusen: **Technical Marketing
Business Unit Paper / R&D for Colorants**

