



Murat Uenlue, PhD, PgMP, PMP  
VP of Global Marketing & Strategic Sales

Dr. Murat Uenlue has spent over 25 years on developing, managing, and operationalizing complex projects. Murat obtained a PhD (“summa cum laude”) in Engineering in Germany developing methods for complex control systems that at the time were called “embedded control systems”, now known as the Internet of Things (IoT). Murat’s PhD thesis was awarded as the best PhD of the faculty of the year among approximately 50 PhD’s.

Murat has formal accreditations as a Program Management Professional® (PgMP) as well as a Project Management Professional® (PMP) certified by the Project Management Institute®.

Murat has led large scale projects that have gained international media attention. He was the overall Program Manager of the Qantas 787 Program, valued at over \$1b USD with 35 core team members (over 200 members in the wider team). This project touched all aspects of the business and pioneered the first direct commercial route between Europe and Australia (the last continent pair without commercial aviation services prior to this). After the first year Qantas CEO disclosed that this route (Perth-London) “turned a profit almost immediately, which is rare for new services because they have start-up costs and it normally takes time to build demand.” The project also won an award from the Australian Institute of Project Management for the strategic capability to bypass Asian ports demonstrated by further benefits in the onset of the Coronavirus, reducing the risk of picking up the virus on the stopover. It is also expected to play an important role in the post-COVID operations.

Murat was a member of the core team building the business case for Qantas Project Sunrise (and designated overall Program Manager). This is another landmark project that aims to directly connect Sydney-New York and Sydney-London. This project is now expected to be approved in December 2020 at an order list price of \$4.4b USD.

Murat led other multi-billion-dollar program portfolio for Qantas since he joined the company in 2010. He also worked within the Qantas Transformation team and was the Qantas Representative based in Toulouse, France for 6 months.

Prior to that Murat was Project Manager at Schneider Electric delivering a "revolutionary" (Customer COO) IT system to BHP Billiton. The system was so far ahead of its time that only now (over 10 years later), comparable systems emerge. Murat was identified as "Exceptional Potential" at Schneider Electric (one of 50 in a company with over 120,000 employees) and received global leadership training in Shanghai in 2009.

Murat was born in Germany and started his professional career with Airbus from 1996. His specialization was in aircraft control and communication systems. Murat has developed several control systems and was the System Architect and US patent holder for an aircraft system that communicates with a ground infrastructure via Satcom. He is a Certified Java programmer.

Murat has a multi-cultural background and is skilled in 4 languages (English, German, Turkish and classic Latin). He believes mathematics and programming synergize as great languages to describe and narrate the world in their unique ways. Murat loves to work in teams solving complex problems and enjoys seeing how seemingly small technical details integrate (and enable), exciting new business models that come to life and become the juggernaut forces that drive powerhouse businesses and economies.

Murat loves to give back to the larger community through sharing innovation knowledge via his blog [innovationtactics.com](http://innovationtactics.com). This site covers some of the most exciting companies of our times. The site ranks among the top search results on Google for the search terms "Amazon" / "Netflix" / "Uber" / "Booking.com" / "Tripadvisor" / "Groupon" "business model" (and many others). These pages often rank ahead of revered outlets like the Harvard Business Review, FastCo, Wired.com, Forbes, etc. on these search terms. The popular site has been focusing in particular on the revolutionary platform business model and the subscription business model. But the most satisfying aspects have been the streams of gratitude received from MBA students, business school professors and professionals from revered firms and institutions such as UNICEF, the World Bank, and the IMF.

Murat has received offers from Founder-CEOs and becoming a shareholder in return for an advisory role (including from Bay Area start-ups), which he has politely declined. But Murat is very excited to work with Strategic Innovations, and clearly sees the vision and path as exemplary, achievable, world-class, and one of the very next big things that will surely be everything it's designed and well positioned to be; the birth of a giant that will surely be included in the annals of the subjects he's studied and modeled for years, finding himself part of a ground floor opportunity his admiration and education suit perfectly.

Murat loves spending time with his family and his 3-year-old son as well as exercising (running, cycling, etc.).