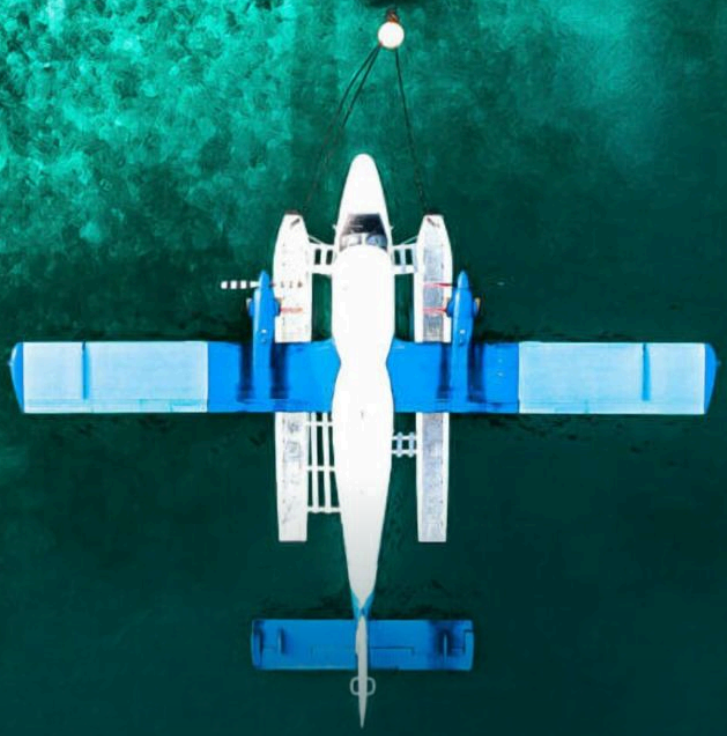
ALAMOUNT
CONSULTING



Company Brochure · 2026

When the goal is far, the course must be clear.

A management consultancy that brings strategy, finance, operations, technology and AI to the same table. From our offices in Istanbul and Miami, we run engagements from Silicon Valley to Central Asia.

Who we are

Our partners spent their careers inside companies, not behind a consulting desk. So what we deliver is not a report, but a plan with an owner, a timeline and a financial impact.

We are a management consultancy that brings strategy, finance and technology to the same table. The people who sell the work are the people who do it: at least two partners work on every engagement, and analysis, modelling and valuation are never outsourced.

We only bid on topics our team has personally delivered in at least three major projects, and we say up front when we cannot do the job. When the project ends you are left with a working plan or a functioning product, not a presentation.

"What a consulting relationship really sells is not a report, but trust. That is why we only take on work where we believe we can create real value."



Alamount at a glance

We have worked in fourteen countries, from Silicon Valley to Central Asia.

14
countries of project experience

nearly 100
organisations advised

70+
years of combined experience

2
offices: Istanbul and Miami



When clients usually call us

- The goal is ambitious, but the path is unclear.
- The current approach cannot keep up with the market.
- The decision needs a number, and the number does not exist yet.
- The organisation expects a lasting capability after the project.

Why Alamount

The difference is who does the work and what we leave behind.

	The Alamount model	The usual consulting approach
Who does the work	Partners work on the project themselves; those who sell it also deliver it.	Senior staff sell; less experienced teams deliver.
Scope	We only bid on work we have delivered in at least three major projects.	A broad catalogue is offered, and the learning curve can be billed to the project.
Output	An implementation plan with owners, timeline and financial impact.	A comprehensive report and deck; implementation is often left to the client.
Disciplines	Strategy, finance and technology sit in one team, so decisions check each other.	Separate teams and contracts add coordination overhead.
Access	Our Silicon Valley network opens access to corporate finance and investors.	Access to finance is usually out of scope.

We look for the truth and, when needed, take leadership out of its comfort zone, because our job is to produce lasting results.

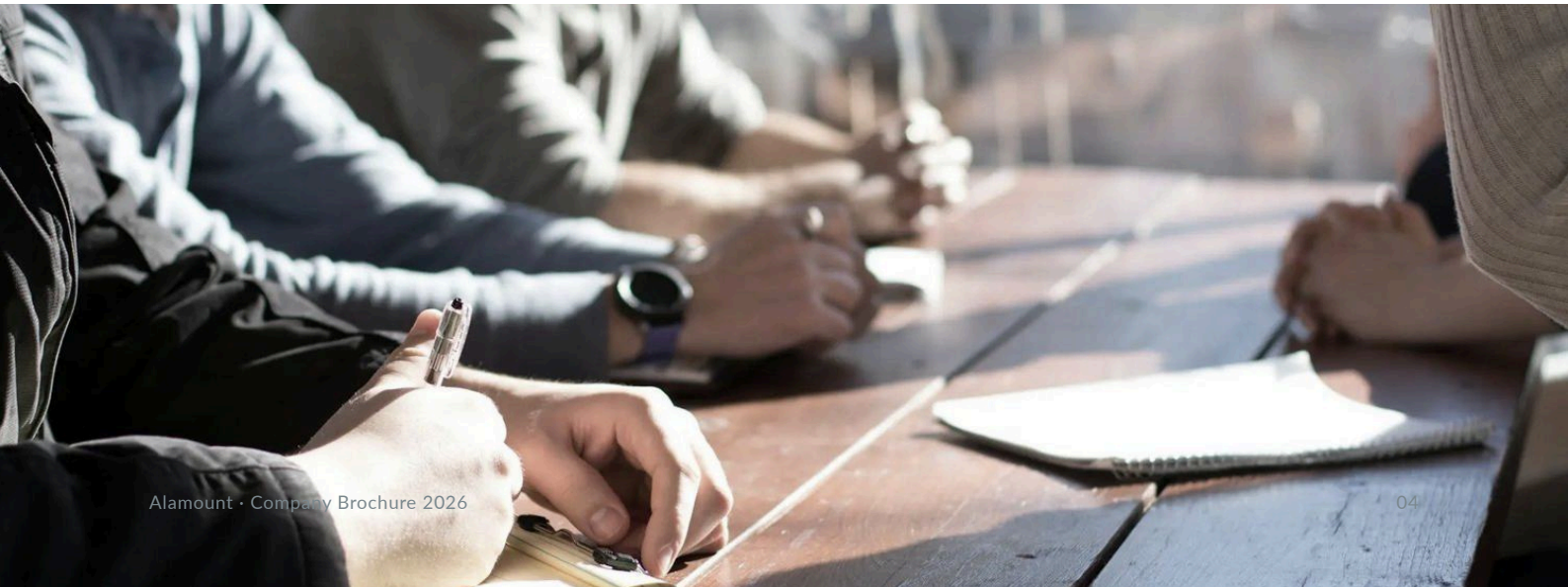


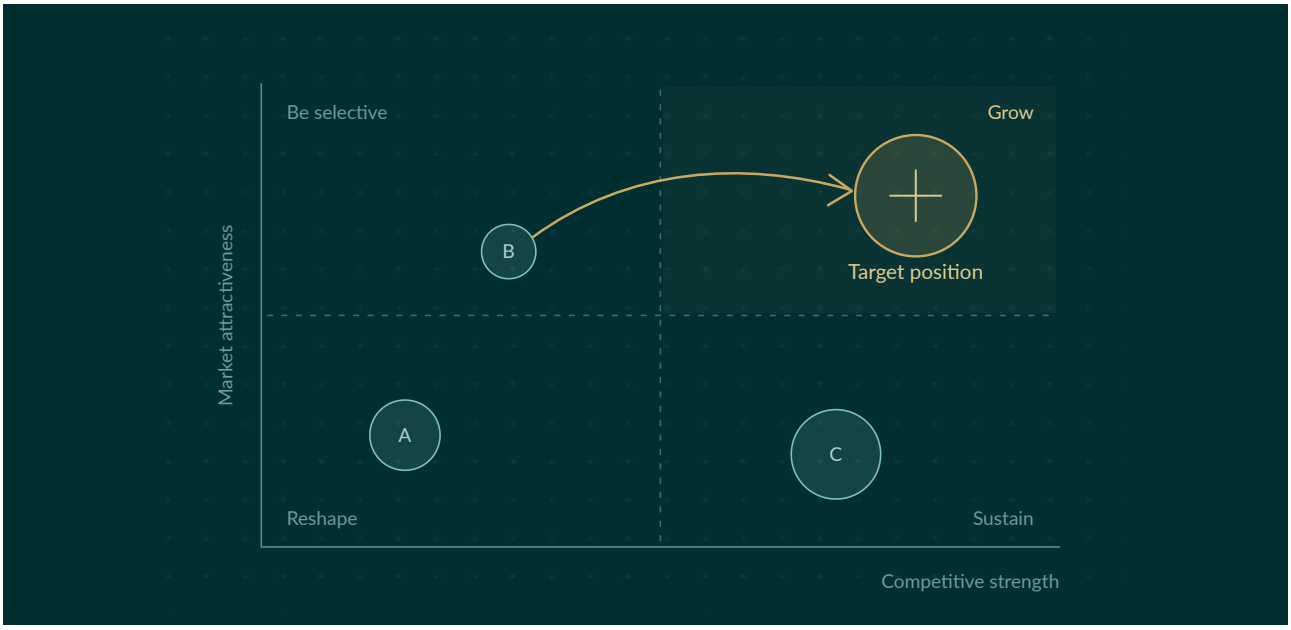
Our services

Seven services, combined into one strategy.

We bring operational, financial, digital and AI perspectives into one plan, with the same team beside you from analysis to implementation. Each service opens with the question clients typically bring to us.

1	Strategy	*“What should our next growth move be?”*
2	Financial modelling and valuation	*“Will this investment really create value?”*
3	Investment readiness and capital	*“How do we reach the right investor with the right story?”*
4	Operational excellence	*“Where is the bottleneck, and how do we clear it?”*
5	Data-driven product management	*“Which feature will really make a difference?”*
6	Digital growth and brand	*“Where and how do customers discover us?”*
7	AI and agentic automation	*“Which decisions can agents speed up?”*





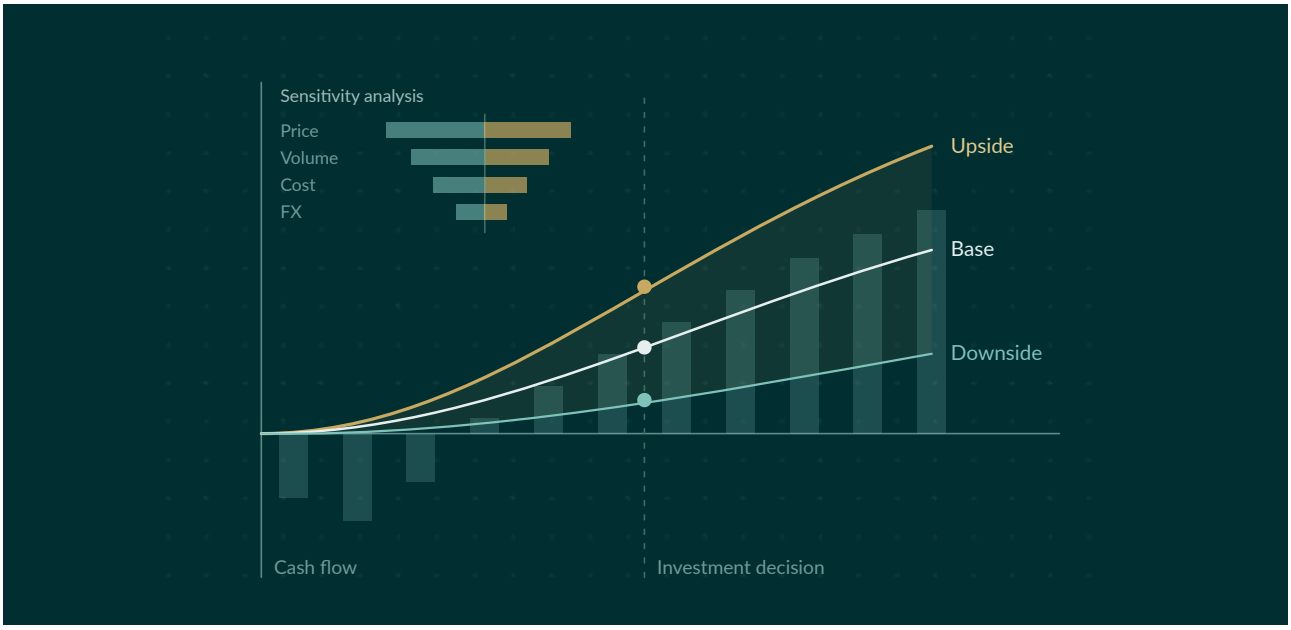
1 Strategy

"What should our next growth move be?"

We challenge a company on its view of the future, competitive strategy, leadership and priorities. We rebalance the portfolio, sharpen where to win and leave a lasting capability behind.

What we deliver

- Corporate strategy and portfolio planning
- Business-unit and competitive strategy
- M&A and group synergies
- Restructuring and transformation management



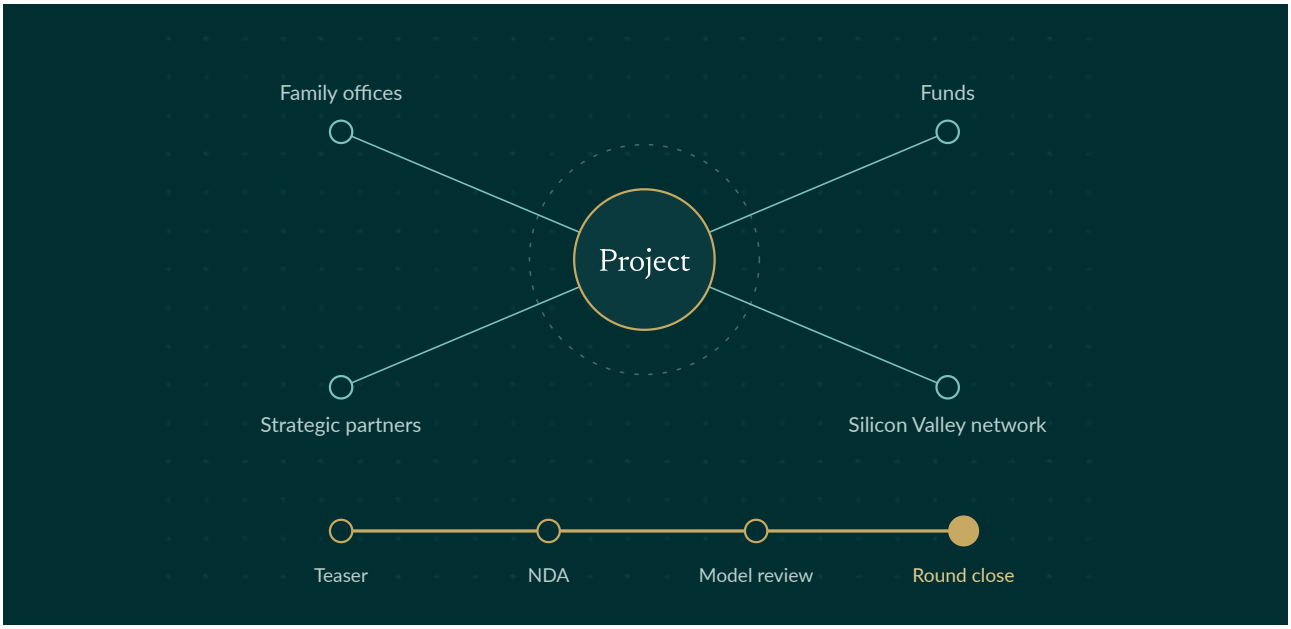
2 Financial modelling and valuation

"Will this investment really create value?"

We anchor decisions in numbers. Scenario models, valuation and sensitivity analysis set the ground for investment decisions, and activity-based costing reveals the true profitability of every product.

What we deliver

- Scenario models and sensitivity analysis
- Valuation, business case and feasibility
- Activity-based costing and product profitability
- FP&A and management reporting



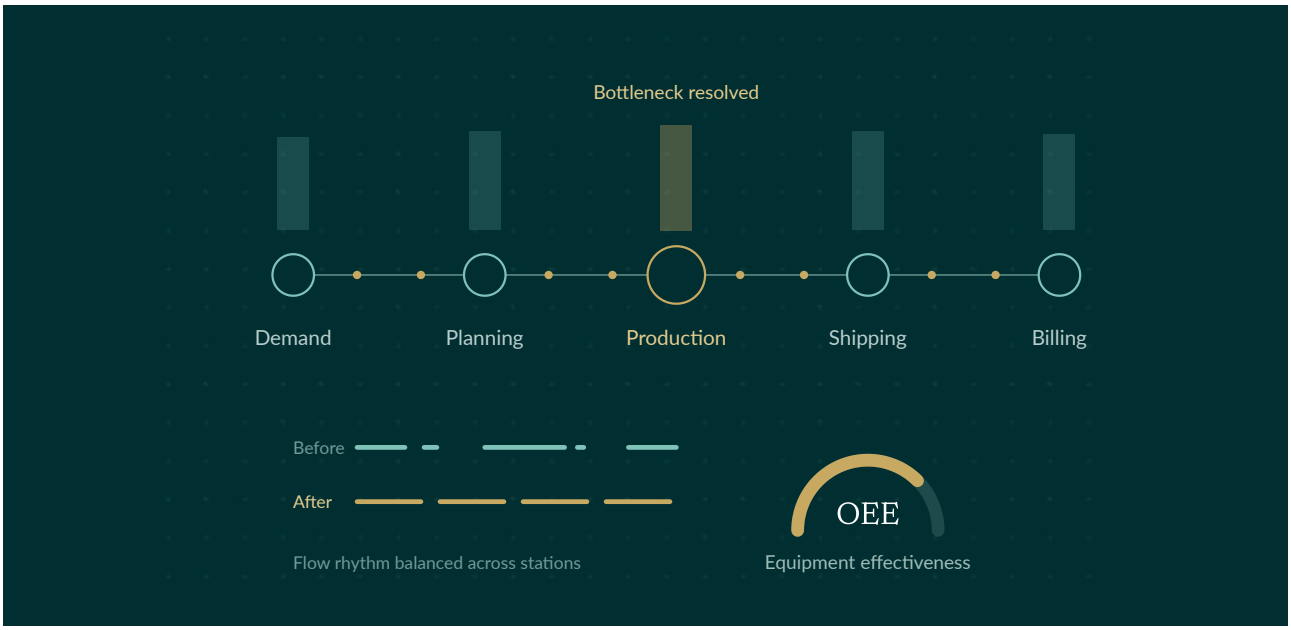
3 Investment readiness and capital

"How do we reach the right investor with the right story?"

We tell your story in the investor's language. We run the process from teaser to round structure, and open doors to capital through our Silicon Valley and international investor network.

What we deliver

- Teaser, deck and equity story
- Deal and round structure
- Access to an international investor network
- NDA process and data room



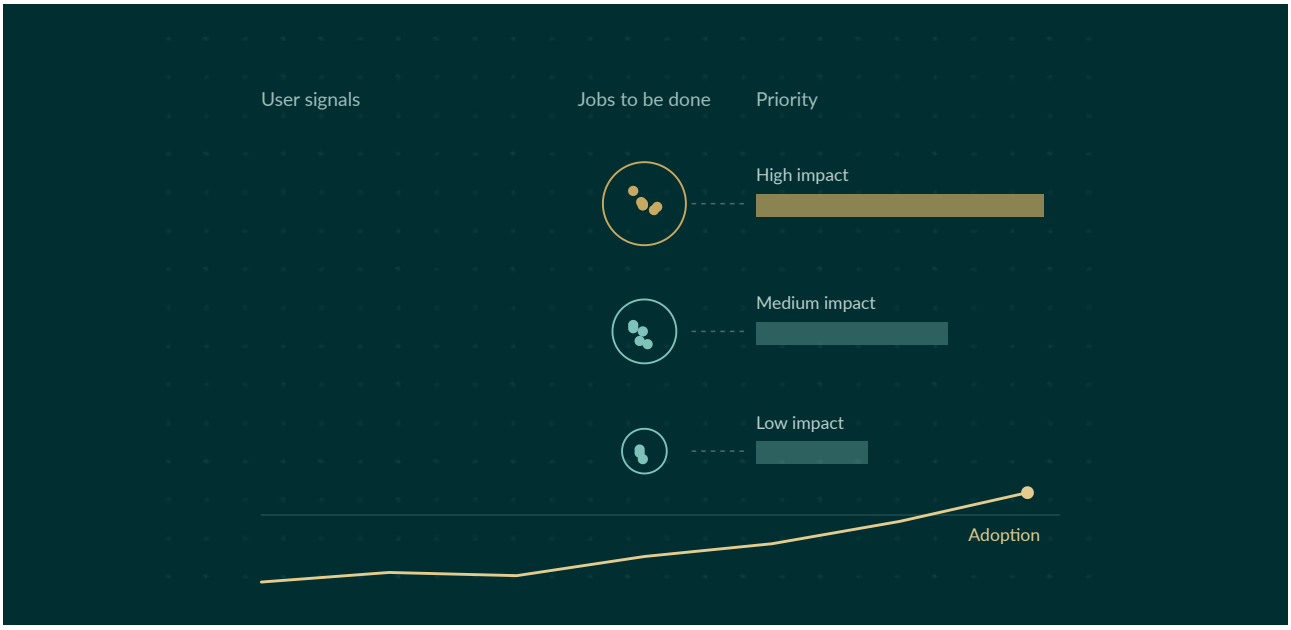
4 Operational excellence

"Where is the bottleneck, and how do we clear it?"

We turn strategy into day-to-day operating decisions. With lean management and process design we clear bottlenecks on the shop floor and balance equipment effectiveness and flow.

What we deliver

- Lean transformation and process design
- Clearing production bottlenecks
- Sales and operations planning
- Performance and KPI framework



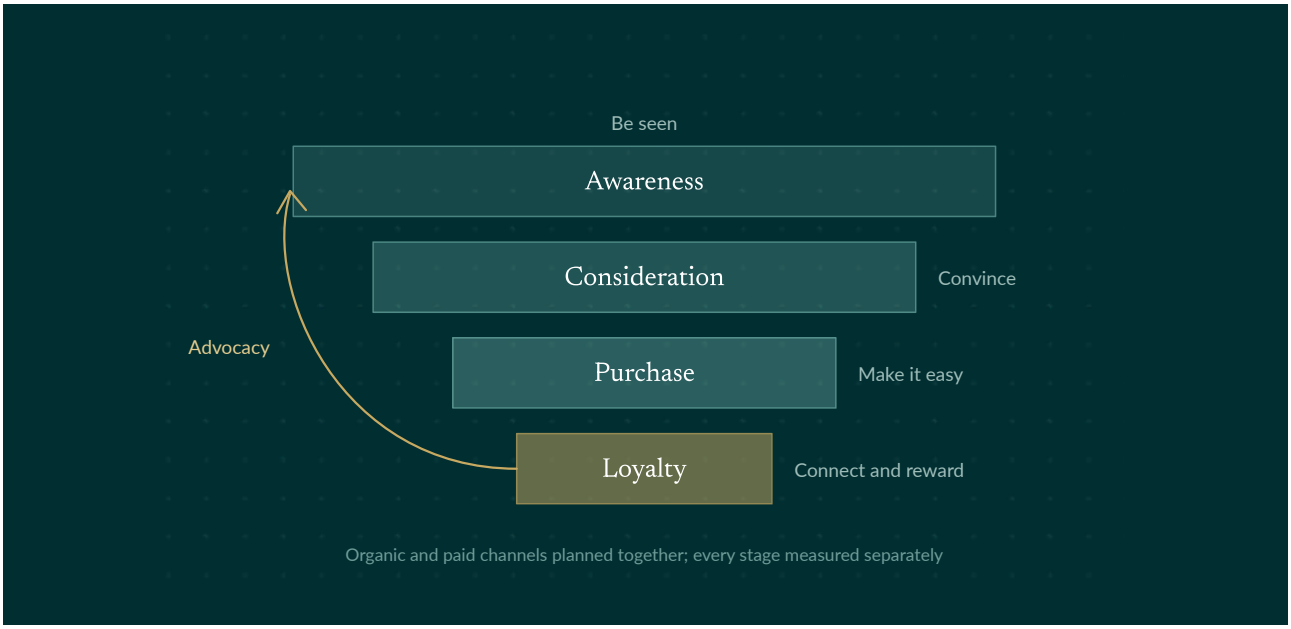
5 Data-driven product management

"Which feature will really make a difference?"

We base product decisions on data, not opinion. We surface real pain points from user signals, prioritise jobs by impact and measure adoption live, and where it helps, turn your data into in-product insight for your customers.

What we deliver

- User research and pain points
- Impact-based prioritisation and roadmap
- Product analytics and KPI framework
- In-product reporting and embedded analytics



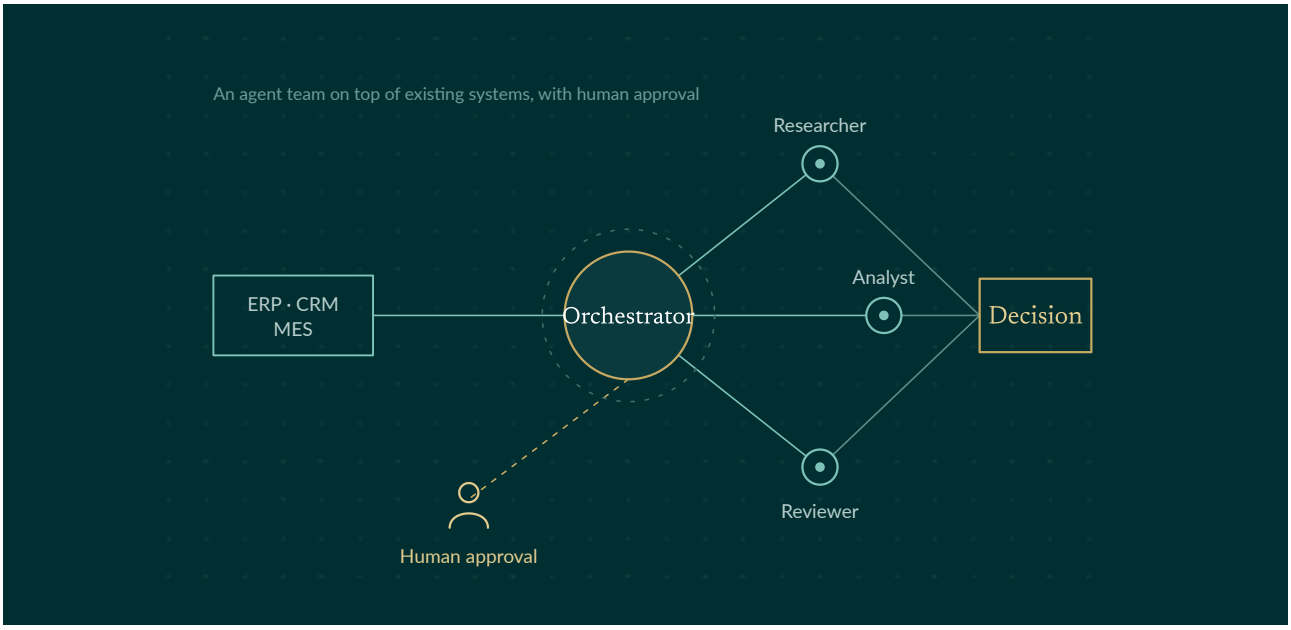
6 Digital growth and brand

"Where and how do customers discover us?"

We build the brand where customers spend their time. We design the journey from awareness to loyalty, plan organic and paid channels together and measure every stage.

What we deliver

- Digital strategy and channel plan
- Brand positioning and content strategy
- Customer journey and conversion
- E-commerce and ERP integration



7 AI and agentic automation

“Which decisions can agents speed up?”

We do not install another enterprise system. On top of your ERP and business systems we build a decision layer of AI agents that work with human approval, switch on a first loop in ten weeks and measure the result.

What we deliver

- Process selection for automation and RPA
- Multi-agent workflow design
- Data governance and SAP S/4HANA fit
- A first measured result in ten weeks

How we work

From diagnosis to measurable results, in one continuous process.

1 Diagnose

We clarify goals and constraints and put the value chain, market and financials into numbers.

2 Design

With your leadership team we set the long-term plan and the steps for the first 90 days.

3 Implement

We assign an owner and timeline to every step and stay with your team through delivery.

4 Measure

We track the target number and revisit the plan together when it drifts.

AI Basecamp

You are investing in AI. But is it creating value?

AI Basecamp measures your digital foundation and AI maturity on evidence. In four weeks it delivers not a score, but an investment roadmap your leadership has signed off on.

10%

of companies get significant financial benefit from AI investments

MIT SMR & BCG

61%

of organisations have an incomplete AI strategy

CMU SEI & Accenture, 2026

77%

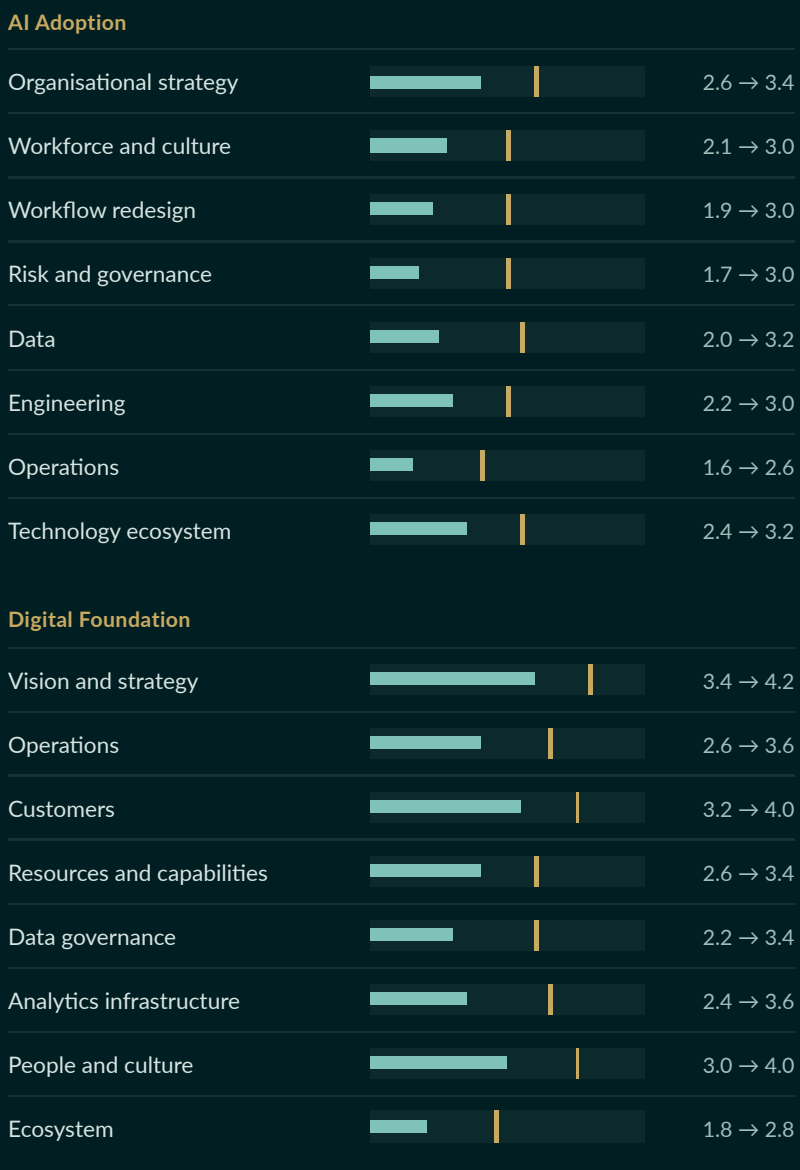
of AI challenges stem from strategy, data, process and skills, not technology

Stanford DEL & MIT NANDA

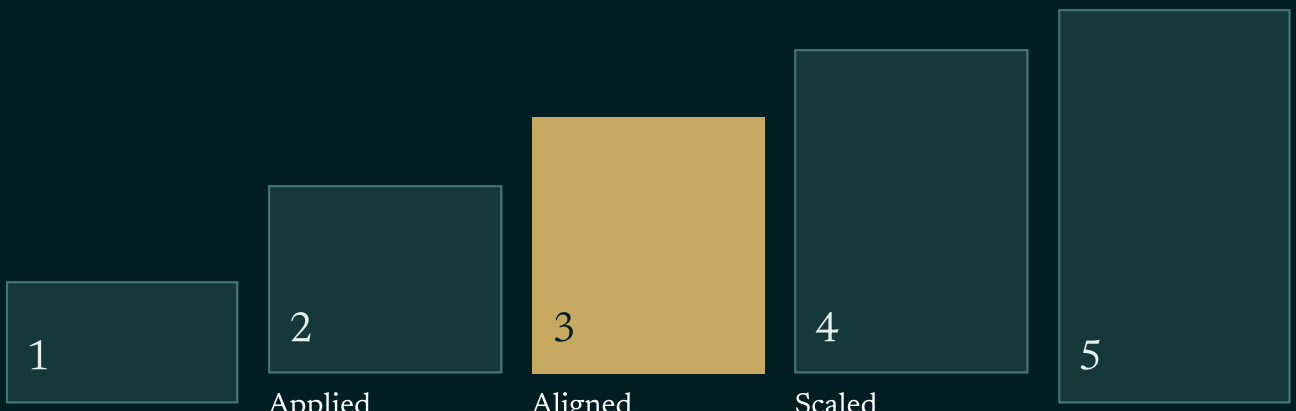
Two lenses, one scale.

Digital Foundation measures the groundwork of digital transformation across eight dimensions. AI Adoption assesses the capacity to turn AI into value across eight dimensions and twenty-five capability areas.

Sample profile, illustrative data. Teal shows today, gold the 12-month target.



Maturity is a choice, not a ladder.



1 Explore

No executive sponsorship, governance or strategy; AI exploration is individual and pilots are isolated.

2 Applied

Champions and first governance steps; AI live in a limited scope, with data, testing and model management practices in place.

3 Aligned

An enterprise approach is documented; workflows are redesigned; metrics are tied to business outcomes and ROI is reported to leadership.

4 Scaled

AI initiatives follow policies and standards; standard processes, shared resources and supply management are in place.

5 Future-ready

Silos are gone and AI is part of the culture; new technologies are assessed fast with causal analysis and predictive modelling.

Not every organisation needs level five in every dimension; the right target fits your business goal. We verify results through interviews, site observation, policies and system outputs. Each dimension is scored by its weakest link, by two independent experts.

An approved roadmap in four weeks

Week 1
Scope and set-up
Context attributes, tailored survey, evidence request and interview schedule.

Week 2
Data collection
12–15 interviews, a site day and a use-case inventory.

Week 3
Analysis and target
Independent double scoring, calibration and target-state workshops.

Week 4
Roadmap
Value–effort matrix, board presentation and owned 90-day actions.

Three packages

Quick Scan
2 weeks

One unit, 5–6 interviews; a quick indicative score before the budget decision.

Standard
4 weeks

One unit or value stream, 12–15 interviews and a site day; full scoring and roadmap.

Enterprise
5–6 weeks

Two to three units or sites, cross-unit benchmarking and an enterprise roadmap.

Agentic AI Bootcamp

From concept to production: intelligent agents in five days.

For developers and product managers: 5 days × 2 hours, online, cohorts of up to 15. A live workshop every day and an assignment from your own process; team project presentations on the final day. We also offer a half-day “AI productivity at work” session for all office staff.

Day 1	**Foundations of agentic AI** Agents versus traditional generative AI; reasoning, tools, memory and planning; the ReAct pattern; when to use agents from a product view.	**Workshop:** Live demo of a working agent.
Day 2	**Building your first agent** Tool-calling fundamentals, creating and connecting tools, single-agent architecture, introduction to CrewAI.	**Workshop:** A working single agent with multiple tools in CrewAI.
Day 3	**Multi-agent systems** When to use multiple agents; roles and collaboration patterns; hierarchical versus sequential flows; agent teams in CrewAI.	**Workshop:** A crew of researcher, writer and reviewer agents.
Day 4	**Advanced patterns and control** State management and persistence, memory types, human-in-the-loop patterns, graphs and cycles with LangGraph.	**Workshop:** Add memory and a human-approval step to the agent team.
Day 5	**Production readiness and capstone** Evaluating agents on success rate, cost and latency; guardrails and observability; when not to use agents; production considerations.	**Workshop:** Team project work and presentations.

Our models run in the field, not in slides.

Transformer	Generative AI, assistants, summarisation
XGBoost	Attrition and demand forecasting, risk
CNN PATENTED	Computer vision, in-line quality
LSTM PATENTED	Time series, predictive maintenance
LightGBM	Large-scale data, conversion prediction

5% → 4%
Lower unplanned downtime with predictive maintenance

<100 ms
Real-time defect detection on the line

87%
Attrition prediction accuracy on a dataset of 8,000+ employees

Our sectors

A team that knows its industries from the inside.

Over three decades our team has delivered work from aerospace to energy and from retail to finance.

Aerospace and defence

Engine maintenance centre joint venture, low-cost airline growth plan.

Energy

Wind turbine manufacturing and solar investment decisions.

Manufacturing and industry

Lean transformation, activity-based costing, machinery and equipment business cases.

Financial services

Fintech brand positioning, treasury, risk and structured finance.

Retail

Phased digital strategy, e-commerce and ERP integration.

Technology and start-ups

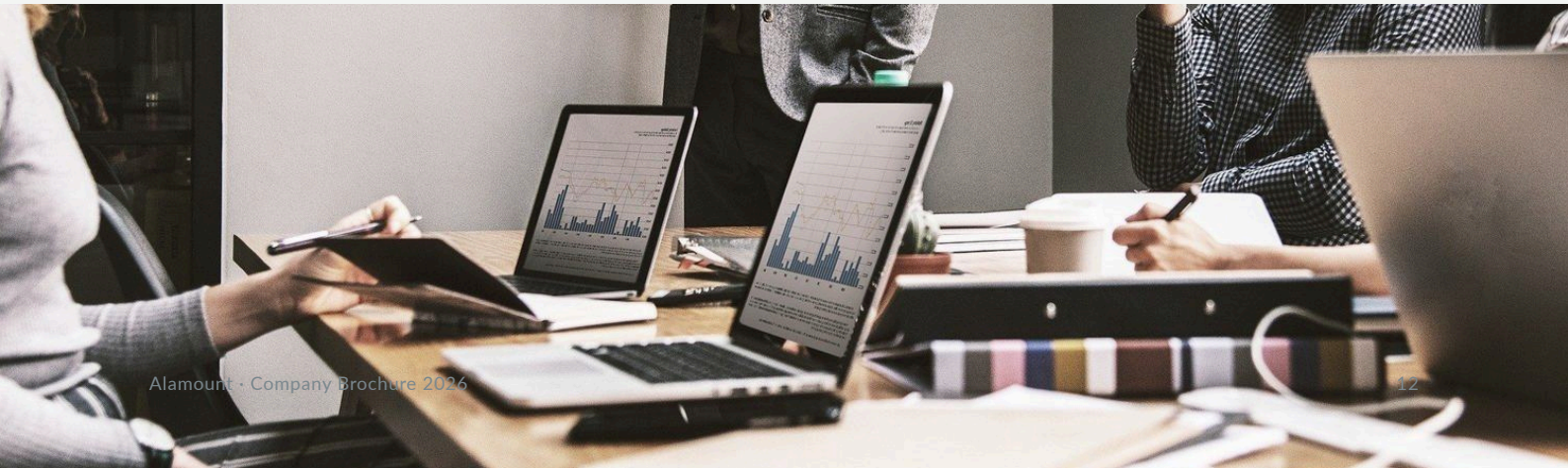
B2B SaaS go-to-market, product management, seed and growth-round readiness.

Health and longevity

Health-tech positioning, feasibility of a membership-based living campus.

Agriculture and food

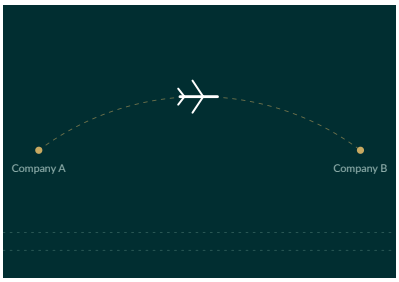
Traceable farming with IoT and analytics, readiness for international financing.



Selected work

We measure success by the numbers that move, not by reports.

We keep client names confidential; details and reference calls are available on request.



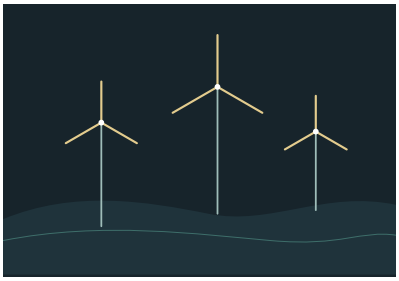
Aerospace · EMENA

Engine maintenance centre joint venture

Challenge: Two major MRO companies needed a reliable business case and valuation before deciding on a joint venture for a greenfield engine maintenance centre.

Approach: We brought demand, capacity, investment and pricing assumptions together in a scenario-based model and valued the venture under the partnership structure.

We gave the partnership decision a solid valuation base.



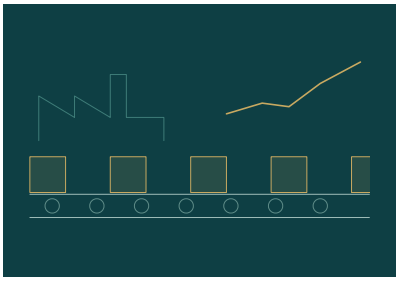
Energy · Türkiye

Wind turbine manufacturing investment

Challenge: Two holding groups were considering a joint investment in a greenfield wind turbine plant.

Approach: We built the business case on market, capacity and cost assumptions, valued the investment and prepared the decision file for the partners.

We prepared the file the joint venture needed for its investment decision.



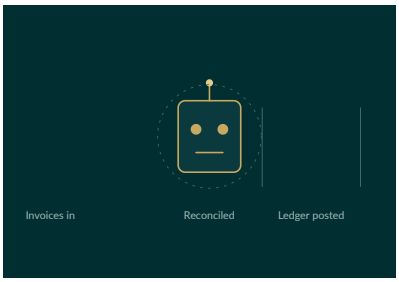
Manufacturing · Türkiye

From bottleneck to productivity

Challenge: A mid-sized manufacturer faced operational inefficiency and production bottlenecks.

Approach: We simplified core operations and rebuilt the process on lean principles.

Productivity rose markedly within six months.



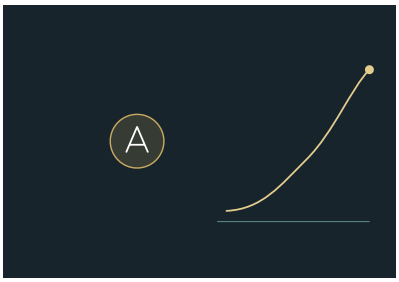
Finance · Automation

Finance processes with RPA

Challenge: Accounting and finance teams were dealing with high labour costs and errors from manual work.

Approach: We digitised repetitive accounting and finance tasks with robotic process automation.

Processing time fell and errors dropped to near zero.



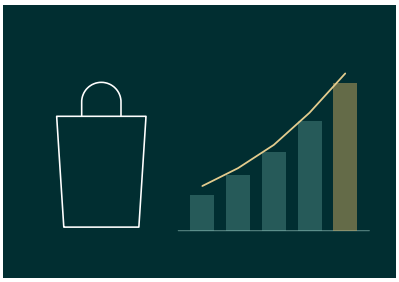
Fintech · Start-up

Brand positioning

Challenge: A growing fintech start-up's brand positioning did not speak to its target audience.

Approach: We designed a new brand identity grounded in customer insight and rebuilt the investor presentations.

Brand awareness and investor interest rose markedly.



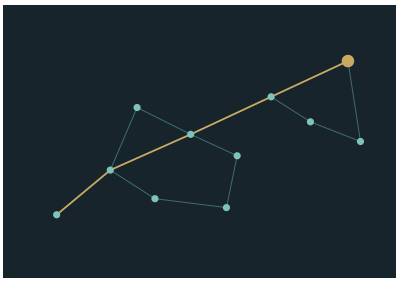
Retail · Türkiye

Phased digital transformation

Challenge: A traditional retailer's digital channels were not integrated with each other or with operations.

Approach: We designed and implemented a phased plan integrating ERP and e-commerce.

Online sales grew and operations came into sync.



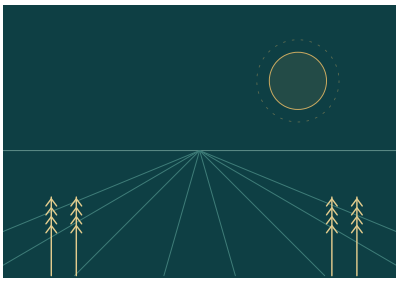
Technology · Silicon Valley

Growth-round readiness

Challenge: A wearable ed-tech start-up needed a defensible valuation and equity story before its second round.

Approach: We modelled the business and growth assumptions, valued the company and prepared it for investor meetings.

We built a strong equity story and valuation for investor meetings.



Agriculture · Central Asia

Access to international finance

Challenge: An agricultural producer and exporter needed an institutional-grade file to raise financing from IFC and private equity funds.

Approach: We prepared the valuation and business plan to international investor standards.

The company now has a file ready for international institutional investors.

Valuation and business case work

Work behind investment and partnership decisions

Subject	Sector	Geography	Purpose
Greenfield engine MRO centre	Aerospace	EMENA	51–49 joint venture
Greenfield wind turbine manufacturing	Renewable energy	Türkiye	JV between two holding groups
Low-cost airline	Aviation	Türkiye	Growth and investment plan
Solar PV/CSP manufacturing, EPC and service	Energy	Türkiye	Group investment decision
Agricultural producer and exporter	Agriculture	Central Asia	IFC and private equity financing
Generator manufacturing business case	Machinery	EMENA	New business line decision
Wearable ed-tech start-up	EdTech	Silicon Valley	Second-round investment
Automotive parts manufacturer	Automotive	North America	Private equity review
Industrial facility	Real estate	Central America	Lease and sale pricing
Two alternative pump makers	Machinery	Italy and Netherlands	Acquisition by a global manufacturer

All work listed was delivered personally by members of our team.

AI and digital programmes run with boards and C-level leaders

A global BPO company	Transformation of operations and HR systems; machine-learning attrition analytics
A top-three global flag carrier	Agentic AI opportunity analysis and ROI modelling
A global top-20 aerospace manufacturer	Digital maturity assessment and a patented computer-vision portfolio
A global top-5 beverages company	AI and data product prioritisation, scaled agile transformation
One of Türkiye's top-three label makers	In-line quality and dynamic planning with generative AI

Our team

Our partners lead every engagement in person.



Metin Tabalu

Founder & Partner

Strategy design · FP&A and valuation · Digital transformation · Aerospace

He holds a BSc in Manufacturing Systems Engineering from Sabancı University and an MSc in Operations Management from METU, and completed an MSc in Management at Stanford Graduate School of Business as an Alfred P. Sloan Fellow.

He led financial planning and analysis (FP&A) at Turkish Airlines and launched the executive reporting package giving top management real-time analysis. Within the group, he launched the continuous-improvement programme for the USD 180 million greenfield engine-centre joint venture with Pratt & Whitney.

He ran strategy, R&D and communications at the Turkish Exporters Assembly, launching Türkiye's first nationwide innovation programme with A.T. Kearney, and built and led the digital transformation team at a leading EMEA aerospace manufacturer. Earlier, he worked in Corporate Strategy and Planning at Sabancı Holding and served as a finance and operations director in the US.



Ahmet Zeren

Partner & Senior Advisor

Treasury and risk · Structured finance · Investment banking · Asset-liability management

After Robert College, he graduated with high honours in Mechatronics Engineering from Sabancı University and earned a master's in Economics from the University of Cambridge.

He worked in asset management at TSKB and as a senior structured-products trader across the derivatives, bonds and FX-money-markets desks at Yapı Kredi Treasury; later coordinated venture-capital advisory at United Global Funding.

He is a Certified Mortgage Banker with a derivatives licence and an expert in cross-asset structured products, long-term structured debt, asset-liability management, credit ratings and process mapping in financial services.



Kadir Kuğu

Partner & Senior Advisor

Product management · AI and image processing · Investment readiness · Cyber security

He studied Computer Engineering at Karadeniz Technical University and Computer Science at Roskilde University in Denmark, focusing his academic work on AI, image processing and biometrics.

After years as a software engineer, he set up and led the product management function at every company he joined. Products he took from concept to market are used today in defence, security, finance, tourism, smart cities, gaming and cyber security.

In 2020 he founded PIAPEX, Türkiye's first brand dedicated to product management services, and is active in the start-up ecosystem as a mentor, coach and angel investor.



Merve Telli

Senior Consultant

SAP S/4HANA · Data governance · IT service management · Change management

A METU Industrial Engineering graduate, she is an IT professional who combines industrial engineering with digital transformation, SAP service management and data governance.

As Service Delivery Manager and Data & Analytics Manager at Deloitte Consulting & Advisory, she led SAP S/4HANA transformations, data governance frameworks and change management programmes.

She held key roles in SAP (CRM, FI, MM, SD, TPM) and data management projects at Nestlé Waters and Ferrero Hazelnut Company. She is ITIL 4 Foundation certified and skilled in Power BI, ServiceNow and MS Project.



Dr. Bihter Biçer Oymak

Senior Consultant

Lean transformation · Operational excellence · Process optimisation · Digitalisation

She is a consultant and academic in lean management, digital transformation and operational excellence; her PhD in business focused on integrating digital transformation with lean management.

She worked in Germany in sales, marketing, quality management and key-account relations, leading business development, process management and operations improvement projects in international companies. She has studied and worked in Germany, the US and Türkiye.

She is a Lean Management Expert certified by the Turkish Ministry of Industry and Technology.

Advisory board



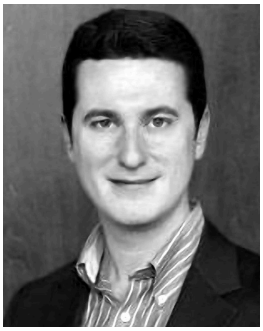
Ergi Şener

Advisory Board Member

Digital transformation · Payment technologies · Digital marketing

He studied Electronics Engineering with a double major and earned his master's and PhD at Sabancı University.

He held roles at Garanti Payment Systems, Turkcell, MasterCard and New Tone Tech, and has taught at Bahçeşehir University and Sabancı EDU.



Serhan Uslubaş

Advisory Board Member

Imaging · Data science · Venture capital · 5 US patents

After Robert College and Electrical Engineering at Boğaziçi University, he earned an MS in Electrical Engineering and Computer Science from Northwestern University and an MBA from Stanford Graduate School of Business.

He began his career at Texas Instruments. At Apple he designed camera algorithms used in more than 500 million iPhones and iPads, and went on to become manager and product owner of the Advanced Digital Imaging team.

What our clients say

"The engagement to raise our operational efficiency and put our growth goals on solid ground created value beyond our expectations. Today we have a more transparent and stronger organisation."

Yeniler Etiket · Chairman of the Board

"With an activity-based dynamic costing system we gained, for the first time, a holistic and data-driven view of product-group profitability and the cost–efficiency impact of our production cells."

Standart Pompa · Process Development Manager

"We no longer stop at accessing data; we focus on creating real value from it. The approach to data curation raised awareness across the team and visibly improved the quality of our decisions."

Mey Diageo · Senior Product Manager

Some organisations our team has worked with

Türk Hava Yolları · Sabancı Holding · TUSAŞ · Lufthansa · Qatar Airways · SunExpress · ING Bank · Diageo · Oyak Renault · Škoda · Teleperformance · Turkish Exporters Assembly · Istanbul Chamber of Industry

Notes from the field

Selected columns by Metin Tabalu in Dünya

Read the full columns (in Turkish) at dunya.com.

14 November 2026
AI and capital

Who will buy the algorithms?

In the AI race the spotlight has moved from algorithms to capital. The piece looks at big tech's debt-financed investment wave and how it changes the question of who will buy whom.

7 November 2026
Innovation

Let chaos reign, then rein in chaos

Starting from Andy Grove's famous principle, it explains why companies that allow experimentation first and impose order later pull ahead in AI, and how organisations can overcome the fear of getting it wrong.

July 2026
Sustainability

Creating wealth from waste: industrial symbiosis

Using the Port of Antwerp-Bruges as an example, it explores the eco-park model, where one company's waste becomes another's input, and the opportunity it offers Türkiye's industrial zones.

May 2026
Global economy

After "Uncle Sam", the "Uncle Xi" effect

It discusses China's strategic moves from electric vehicles to semiconductors and AI, and what this rise means for the global economic order.

10 January 2026
Technology

A scorecard for technology predictions

Through MIT robotics pioneer Rodney Brooks's predictions scorecard, it explains the gap between the speed of ideas and the speed of real-world deployment, and why managing expectations matters.

December 2025
Automation

Second-hand automation

Why do most automation projects miss their target? The piece argues the problem lies in the process, not the technology, and suggests revisiting existing automation before investing again.

8 November 2025
Strategy

Organisations that can use both hands

It explores "ambidextrous" organisations that protect today's success while preparing for the future, and why adaptive strategy beats rigid plans.



Contact us

We are ready to meet and run a first diagnostic conversation.

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