



Buhara Demir · English · Deutsch · Türkçe

CV
Frankfurt am Main



Buhara Demir

Brand and design leadership, and the marketing systems behind both. [Aviation and travel since 2010, across Europe \(DACH and Benelux\) and the Middle East.](#)

Three legal entities

1,200 partner agencies

€750m transaction volume

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At a glance

Role

Chief Marketing Officer, airtuerk Service GmbH, Frankfurt. Head of Marketing 2022 to 2025, CMO since 2026.

Origin

Designer. Corporate identity, brand architecture, design systems, UI/UX, print and screen. Figma, Adobe Creative Cloud.

Way of working

AI-first and hands-on. First versions built myself, in Figma and in the code.

Sector

Airlines, aviation and B2B travel distribution: flight consolidation, online travel agencies, tour operators.

Markets

Europe (Germany, Austria, Switzerland, the Netherlands, Belgium) and the Middle East (United Arab Emirates, Qatar, Saudi Arabia). Turkey 2010 to 2019.

Scale

€750m transaction volume, 1,200 partner agencies, four brands, three legal entities, €500k marketing budget.

AI and systems

LLM and RAG retrieval, agent workflows, Contracts360, terminal company OS with 70 daily users and five vendors replaced. Next.js, TypeScript, Supabase, Vercel.

Languages and reach

German, English, Turkish. Frankfurt today, open worldwide, Europe and the Gulf first.

Numbers

1,200

partner agencies across DACH and Benelux under marketing responsibility

16

years in aviation and travel, eleven of them leading

€500k

annual marketing budget

€750m

airtuerk transaction volume 2025, up from €550m in 2022

40 → 110

group headcount since 2022, across four brands and three offices, with a marketing team that stayed at five

70

colleagues working daily in the platform I built and run

3

markets under B2B marketing responsibility: DACH, Benelux, Middle East

Industry presence · World Aviation Festival · ITB Berlin · ITB India, Mumbai

Chief Marketing Officer

Jan 2026 – present

airtuerk Service GmbH · Frankfurt am Main · B2B flight consolidation

I lead brand, design and marketing for the airtuerk group, with a small team and several external agencies. The group recorded €750m in transaction volume in 2025 and works with around 1,200 partner agencies across Europe (DACH and Benelux) and the Middle East. My remit covers OTA and airline partnerships, alongside building and operating the AI-driven systems behind the group's marketing. Designed and built terminal, the company OS now used daily by around 70 colleagues across three legal entities, replacing five external vendors. When I joined in 2022, airtuerk was a consolidator of around 40 people with one office. The group now runs four brands (airtuerk, airtuerk holidays, atBeds and terminal) out of three offices with around 110 people, including a 2,000 m² headquarters at Frankfurt Westhafen. I did not build that growth alone. I built the brand system, the marketing engine and the internal platform that scaled with it, and the marketing team never grew past five. Airline co-marketing runs through the agency channel: campaigns built for partner carriers and distributed to the agencies that sell them, tied to the group's own booking engine rather than to a media plan.

- Lead the marketing team and direct several external agencies
- Set the group-wide brand architecture: one identity system across four brands, document standards from contract to signage, and every external appearance of every entity
- Own the partner-facing relationship between ~1,200 travel agencies and airline partners
- Set the AI and data strategy for internal systems, and built the first version myself

Head of Marketing

Apr 2022 – Dec 2025

airtuerk Service GmbH · Frankfurt am Main

Built the marketing organisation from scratch: strategy, a team of five, an annual budget of €500k.

- Shifted channel communication from pure B2B logic to end-customer marketing delivered through partner agencies
- Full rebrand and UX rework of the booking flow in the IBE portal
- Co-marketing with Qatar Airways positioning Doha as a premium destination for DACH and Benelux

Owner, Brand and Digital Marketing

Dec 2019 – present

Conceptio Branding · Frankfurt am Main · freelance, project-based

Founded and run the agency. Brand and campaign programmes for airlines, online travel agencies and tour operators, delivered with a network of freelancers and partner studios. Client relationships run from pitch to delivery.

Head of Marketing & Communications

Jul 2018 – Nov 2019

marm assistance · Istanbul · medical assistance and air ambulance

Global marketing strategy for the insurance and clinic network and for ambulance flights. Built the entire digital estate: portals, search, email, press.

Head of Marketing & Communications

Jun 2015 – Jul 2018

Redstar Aviation / Gulf Helicopters · Istanbul · air ambulance

Positioned the brand internationally, ran business development and campaigns.

- Five-year targets reached in three
- Fleet grew by five Learjet 60XR aircraft, framework agreement with the Ministry of Health
- Team grew by more than 60 people

Marketing & Key Account Manager

Jun 2012 – Jul 2015

Redstar Aviation · Istanbul

Brand, campaigns and key accounts in a niche industry with long quote cycles. Built the RedCon dashboard to shorten quote time.

Sales Operations Manager

Jan 2010 – Jun 2012

marm assistance · Istanbul

Operations lead, emergency coordination, worldwide repatriation. Standardised procedures and cut response times.

Role fit

This profile covers Chief Marketing Officer, Head of Marketing, VP Marketing and Marketing Director roles in airlines, aviation and travel technology, and Chief Digital Officer, Head of Digital Operations or Head of AI Transformation roles where brand, marketing and the systems behind them sit in one remit.

Education

B.A. Linguistics

Marmara Üniversitesi, Istanbul · linguistics and semantics

B.A. Business Administration

Anadolu Üniversitesi · marketing and media management

Google Cloud completion badges

Gen AI: Navigate the Landscape · Gen AI: Beyond the Chatbot · Gen AI Apps: Transform Your Work · Gen AI Agents: Transform Your Organization

Feb – Mar 2026

Tools

Design

Figma, Adobe Creative Cloud, Canva, design systems, corporate identity, UI/UX and booking flows

Marketing

Brand strategy, destination marketing, partner and channel marketing, Metricool, self-developed AI agents, automations, terminal (self-developed Company OS), SEO and AEO, email automation with MailerLite, reporting

Build

Next.js, Supabase, Vercel, TypeScript, Tailwind, Git, API integrations

AI

Claude, Codex, Gemini, Kimi, Higgsfield, Webflow, LLM applications, RAG architecture, embedding pipelines, knowledge bases, agent workflows

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