

Teacher/Facilitator/Mentor

Academic

Under Graduate, Graduate, Continuing Education, Executive Education

- 2022 - TED University – ANKARA
Professor / Lecturer Critical Business Skills
- 2022 - Mimar Sinan University – ISTANBUL
Professor/ Lecturer Brand your art and the artist in you
- 2017 – 2020 AGU University - *KAYSERI*
Professor / Lecturer of Imagination Capacity Expansion, Brand Value Creation, Personal perception creation, Human Re-Engineering & Personal Innovation
- 2018 – 2019 Karatay University - *KONYA*
Professor of Imagination Capacity Expansion
- 2017 – 2019 Medipol University - *ISTANBUL*
Professor of Imagination Capacity Expansion, Brand Value Creation, Personal perception creation
- 2016- 2017 Harran University - *URFA*
**Professor / Lecturer of Imagination Capacity Expansion
Founder of Imagination Academy**
- 2012 – 2013 EADA Business School - *BARCELONA*
Professor / Lecturer of Innovation management
- 2011 – 2013 Işık University
Rector Consultant, University academic board consultant
- 2009 – 2016 Koç University - *ISTANBUL*
Professor / Lecturer of Brand Value Creation, Global Brand Management, Marketing Management, Perception Management
- 2003 – 2006 Istanbul University - *ISTANBUL*
Professor/ Lecturer of Communication Management

Mentor & Consultancy Services under Semih Yalman

- 2020 – Year to Date Leadership & Team Building with Horses
- 2018 - YTD Employer branding & Adaptation to new Environments
- 2013 - YTD System Re-design & Personal Innovation (own method)
- 2008 - YTD Intangible Asset Activation (own method)
- 2008 - YTD Team Design & Activation for corporates
- 2008 - YTD Perception & Brand Design (own method)
- 2001 – YTD Chair Person & board Perception Design & Staff mgmt
- 1999 – YTD Customer Centric Business Design & Consumer Loyalty

Education & Degrees

Degrees

1992 – 1994 **Harvard Extension** Post Graduate in Law & Finance -*CAMBRIDGE*
1990 – 1992 **Emerson College** MA – Marketing Communications - *BOSTON*
1986 – 1990 **Hacettepe University** BA – Literature & Philosophy - *ANKARA*
1983 – 1986 **NCG Highschool** - *BONN*
1980 – 1983 **Anadolu Lisesi** middle school - *ANKARA*
1974 – 1980 **HIS Elementary** school - *ATHENS*

Executive Education & Post Graduate

2017 **Harvard Business School** AMP 173 *CAMBRIDGE*
2006 **Darden** *VIRGINIA*
2005 **Insead** *FONTAINEBLEAU*

Yoga

2009 – 2011 Guru Rattana Kundalini Yoga teacher Training *ÇIRALI*
2011 Guru Dass Childrens Yoga Teachers Training *MIRIPIRI*

Publications

Books (books available in Amazon.com, D&R, Destek Medya, International Mevlana Foundation)

POETRY

(all poetry books are available at International Mevlana Foundation)

- 2012 **Siyah Kelebek** (Black Butterfly)
- 2013 **Öncede** (Before)
- 2013 **Dünyevi** (Worldly)
- 2015 **Yunusa Mektuplar** (Letters to a Dolphin)
- 2018 **Çiçekler Aşk'a Açınca** (When Flowers Bloom For Love)
- 2018 **Outburst of Inburst**

PERSONAL DEVELOPMENT & ACADEMIC

- 2019 **Perception Your Most Valuable Intangible Asset** – Course Book
- 2018 **Your RE-ENGINEERING through your Imagination** – Course Guide
- 2017 **Imagination Capacity Increase** - Course handbook for lecturers
- 2009 **Brand Value Creation & Maximization** – A methodology for brand building for consultancy & learning

- 2016 **Hayal Et Ki Ol** (Dream so you shall be)
Methodology on increasing imagination capacity
Publisher Destek
Language Turkish

- 2018 **Astral 50**
Self journeying of 50 years
Not Published
Language Turkish

BUSINESS & BRANDING

- 2014 **Bugün Kendinize Bir Bakın** (Take a look at yourself)
Essays on self branding – Language Turkish – Publisher Augbug

- 2010 **Mark Denilen Köpüğün Altındaki** (what lies beneath the soap bubble called the brand)
Essays on Branding Stories - Language Turkish - Publisher Dünya Globus

- 2009 **Bugün Markanıza Bir Bakın** (take a look at your brand today)
Essays on branding and society
Language - Turkish. Publisher Dünya Globus

SPIRITUAL AWARENESS & AWAKENING

- 2011 **Manevi Inner** (through Poetry, Photography and Music)
Ones journey through the stages of awareness
Publisher Cinius
Language Turkish / English
- 2013 **Oruç** (The Fasting)
A personal inner journey diary on a 30 day of fasting period during Ramadan.
Publisher Augbug – Sold at International Mevlana Foundation
Language Turkish

EXPERIMENTAL & SOCIOLOGY

- 2013 **Sakal** (The Beard)
Points on judgment and prejudice upon letting a beard grow.
Publisher Destek
Language Turkish & English
- 2014 **Erkek Ođlu Erkek** (Son of a Man)
Observations on a patriarchal society from a chauvinistic point of view
Publisher AugBug
Language Turkish
- 2014 **Dalga** (Frequency)
On change occurrences in life.
Publisher AugBug
Language Turkish
- 2015 **Münferit** (One of a kind)
On self assessment of life expectations
Publisher Augbug
Language Turkish

PLAY

- 2019 **İçinde Yalnız Senin Oynayacağın Bir oyun yazacağım**
(A play in which only you shall act)
One Act Play
Language Turkish

CHILDREN

- 2016 **Bunlar bizim hayallerimiz** (These are our Dreams)
Children Stories on Dreams and Imagination
Not Published
Language Turkish

Other Content

TV

2018 - 2019 CNN Türk - *ISTANBUL*
Program Anchor & Producer "Hayal Et" (Dream on Series)
Purpose of program: Helping dreamers through finding sponsors to make their dream come true (episodes available at youtube under hayal et cnntürk)

Radio

2018 - 2019 Joy Jazz Radio - *ISTANBUL*
Program Anchor & Producer "Hayalim Müzik" (My dream is music)
Purpose of program: Enabling young musicians to be discovered.

Print

2014 - 2016 Harvard Business Review Turkey - *ISTANBUL*
Columnist

2013 - 2015 Campaign Magazine - *ISTANBUL*
Editor /Columnist

2008 - 2013 Dünya Newspaper - *ISTANBUL*
Columnist "Bugün Markanıza Bir Bakın"
(take a look at your brand today)

1987 - 1990 Turkish Daily News - *ANKARA*
Reporter / Columnist / Editor in Chief for the Weekend Supplement

Keynote & Motivational Speaker (links at YouTube under Semih Yalman)

- 2007 **World Economic Forum**– Global Social Responsibility - *ISTANBUL*
- 2011 **Intel HQ** – Findings on Turkish Youth & Trends – *SANTA CLARA*
- 2015 **Coca Cola HQ** – How to activate the intangible asset - *ATLANTA*
- 2012 **TEDx Reset** Journeying into our own - *ISTANBUL*
- 2015 **TEDx Bahçeşehir University** It’s time to talk about our dreams –
ISTANBUL
- 2017 **TEDx ULB** A Happy generation can only be a dreaming generation
- *BRUSSELS*
- 2018 **TEDx AGU** Human Re-engineering and value adjustment –
KAYSERI
- 2018 **TEDxEnka Schools** Don’t call it just a dream - *ADAPAZARI*
- 2018 **ISYEC** International Symposium on Youth Employment – *KAYSERI*
- 2019 **Turkish American Association** - I have a dream – *ANKARA*
- 2014 – 2016 **Today is Your Tomorrow Platform** – speeches on self discovery
- 2017 **Global Marketing Summit** – Activating soft power - *LAHORE*
- 2017 **LUMS University** – Intangible Asset Management - *LAHORE*
- 2003 – 2020 **Spoke at more than 2000 university conferences and over
1000 corporate events**

Awards /Mentions /Appearances

Middle East Technical University DreamsTalk 2016 Global Awareness Award

Stevie International Business Awards 2015

Harvard case on Doğuş Holding “Taking Charge at Doğuş Holding A “ 2001 by
Rhakesh Khurana

Multiple TV & News appearances at mainstream media networks, newspapers
and programs

Spotify certified artist

Language Proficiency :Turkish, English, German, Spanish

Corporate Executive/ Advisor on PERCEPTION CHANGE & BUILDING

- 2021 – 2022 **Harmony** Alternative Medicine & Trauma Therapy Startup - *LA*
Advisor business model & strategy creation for the the start up
- 2021 – 2022 **Meyane Ru Food Inc** – *ISTANBUL*
Advisor prepared a value brand exit for the company
- 2020 - 2022 **Maya Vakfi** Foundation (Philanthropy) - *ISTANBUL*
Advisor re designed business strategy, bpr and branding
- 2017 - YTD **SEAS Group** (Sports & Restaurants) – *ISTANBUL*
Advisor designed groups entire strategy & operations
- 1999- 2016 **Doğuş** Group (Conglomerate: automotive, finance, media, entertainment, food, retail, tourism, philanthropy, customer loyalty, online market place, aviation, energy, wellness, land development, construction) - *ISTANBUL*
Chief Information Officer, Chief Brand & Communication Officer, Chief of Staff Chairman Office, Chief Key Stake holder Relations Officer, Government Affairs Liaison, Executive Comity Member, Board Member, Chief Soft Power Officer
- 2011 – 2013 **Inci** Holding (Conglomerate: Automotive, Energy, Supply Chain, Philanthropy, Food) - *IZMIR*
Chair Person Advisor/ Marketing Department Mentor
- 2011 – 2013 **FMV Schools & University** (Education / Philanthropy) - *ISTANBUL*
Advisor to the Board of Directors.
- 1998-1999 **Boyner** Holding (Retail) - *ISTANBUL*
Retail Chain Concept Category Director
- 1991 – 1998 **Gillette** International (FMCG) - *BOSTON/LONDON/ DUBAI/ JEDDAH/ AFRICA MIDDLE EAST, EASTERN EUROPE/ ISTANBUL*
Management Trainee, Event & Sponsorship Manager, Product Manager, Brand Manager, Country Manager, Regional Manager

Corporate Representations and Task Memberships

- 2014 – 2016 **Doğuş** representative at basketball **Euro League** – *BARCELONA*
- 2006 - 2007 **GE European** Executive Comity member - *BRUSSELS*
- 2005 – 2008 **Turkish American Business Association** Communication Director – *WASHINGTON D.C / ISTANBUL*
- 2005 – 2007 **Doğuş** representative to the **Clinton Initiative** NYC/*WASHINGTON D.C.*
- 2004 - 2006 Comity member **Ambrosetti Forum** - *MILANO*
- 2003 – 2015 **Doğuş** representative at **WEF** – *GENEVA/DAVOS/ISTANBUL*
- 1993 – 1994 **Gillette** representative for World Cup USA 94 – *BOSTON/LA*

Key Corporate Achievements

Gillette Company

World Cup USA 94 Gillette International Event Manager & Designer

Launch of Writing Instrument Business in Turkey

Doğuş Holding

Co-Founder of the **Doğuş Customer Management System** & Strategy Company & the **Zubizu** loyalty brand.

Creator of the **Do** internal employee motivation and loyalty system

Established Change Agent system within **Doğuş** create sustainability for BPR

Doğuş Automotive and **Doğuş Media Group** marketing strategy re-engineering

Intangible asset management system and re-engineering of **Doğuş** Brand

perception

Establishment of Chairman Office and staff structure for **Doğuş** Chair person.

Establishment of **Doğuş Corporate social responsibility** and citizenship system through branded initiatives.

Doğuş **Euroleague** strategy

Doğuş – **WEF** strategic partnership design and management.

National Geographic Magazine, Leica Turkey marketing strategy

Seat Cup & Polo Cup Motorsport racing event and brand design for Turkey

Financial Services Customer Centric business design for Doğuş

İnci Holding Chair Person perception strategy design and advisory.

Alkoçlar Board and stakeholder management design

QNB Finans Bank Employer Branding & Student approach design

FMV Foundation & Schools brand and communication footprint

Maya Vakfi Foundation - Perception strategy & Business Design. Employer branding re-design

MEYANE RU Food Inc. Strategy redesign

SEAS Group - Business re-design

Lando Studio - Brand Design

Para Durumu - Brand Design

Meditopia – Brand Design

Ulouder – Idea Design

Euromessage – email marketing systems business perception design

Istanbul Archaeology Museum – Brand positioning & perception restructuring

Social Entrepreneurship & CSR Projects designed, launched & managed

- 2007 – 2009 **Team ZALL & Istanbul Yacht Club**
Turkish Americas Cup Challenge – Founder
- 2013 – YTD **DreamsTalk** (you are what you dream of)
Social initiative which enables expression & awakening of imagination capacity/ability through events, mentorship, workshops, app, classes, content, programming, education
Founder & Owner
- 2013 – YTD **DreamsTalk Student Clubs**
Established in 60 Turkish 4 Cyprus Universities volunteer student clubs to help reignite imagination. Listened to 80,000 dreams and found sponsors and made 45,000 come true.
- 2014 - 2016 **Oyunda Kal** (stay in the game)
Program for fighting drugs through basketball & other sports
Designed for Darüşşafaka Basketball Team
- 2005 - 2016 **Trafik Hayattır** (traffic is life)
Program for educating children on traffic safety - Designed for Doğuş Automotive Group
- 2014 - 2016 **Bugün Günlerden Yarın** (today is your tomorrow)
Program for career mentoring university students - Designed for Doğuş Holding
- 2014 - 2016 **Yaşa Devam** (continue life)
Program for bringing elderly with university students together -
Designed for Doğuş Group
- 2015 - 2016 **Sanata Bi Yer** (make space for art)
Program for enabling young artists to use corporate spaces to display their art to public. - Designed for Doğuş Holding
- 2014 – 2016 **DO**
An internal employee communication tool to enable dialogue across all level regardless rank or title but based on personal interests and dreams – Designed for Doğuş Holding
- 2006- 2016 **DÇSO (Doğuş Children Symphony Orchestra)**
Award winning first ever children symphony orchestra of Turkey.
Designed for Corporate Social responsibility ambassadorship of Doğuş Groups children initiative
- 2015 - 2016 **Göbekli Tepe** (0 point in time)
Initiative and project to fund, launch and sustain Göbekli Tepe historic site for further scientific and historic discovery as well as visitor display.
- 2018 - 2020 **Bir Hayal Kur Bir Hayat Kur** (Have a dream so you can have a life)
Designed program for QNB Finansbank to meet with students and give them opportunities to make their dreams come true.
- 2018 – 2020 **Ambar** – A living library and social space for all social inclusion seekers who produce, invent, perform and want to give further for the embitterment of the society. **Founder.**
- 2020 **Yeter de yeter** (enough is enough)
Designed branded program for Maya Vakfi Foundation to create awareness and call to action against child abuse.
- 2021 **Oku Oku** (Read to advance)
Program for book sourcing distribution to village kids in Muğla
- 2021 **Harmony Spiritus Online School of Subtle Energy** -
An online school initiative for subtle energy & spiritual healing.