

YELDA İPEKLİ (AUGUST 1967)

After finishing her Business Administration education, Yelda İpekli, continued in the same direction doing masters and Ph.D degrees at London School of Economics. Her expertise is especially on Cultural and Corporate ID management, Brand Management, Strategic Marketing, and she did put a fresh complexion in these areas giving a professional and a fresh personal touch.

While continuing education in London, she took place in the "Corporate ID renewal team" of Hilton Chain Hotels and gained valuable experiences in the team directing the Logo renewal of the Hotels worldwide. Later on, she worked at CRM and Marketing departments of Conrad Hilton Hotels, and she personally directed and managed the marketing of the executive floor during the establishment process.

Later on, in the automotive group of Sabancı Holding - one of the outstanding holdings in Turkey – she directed the departments of marketing of Toyota and Mitsubishi brands. She determined and directed the introduction and entrance strategies of these vehicles to the Turkish Market with the Japanese firm and gained experience in advertising agency relations, media relations, promotional organisations, PR and management of dealer systems

Yelda İpekli, directed the reformation process of Altinyıldız textile Group as the responsible of Corporate Communications and Brand management. She was the spokesperson, Corporate ID Manager, and she directed the inner and outer PR operations, launchings, and Public Communications Operations of Altinyıldız, the most important and the long-established firm of Turkey for 75 years. After that, she directed the strategic operations of 2 other confection brands to be positioned as a new Zara and Mango, targeting a much younger population;

which later on earned a reasonable market share – Network and Fabrika brands. Besides managing all the strategic plans of Network and Fabrika, she worked in Branding , Brand Management, Media Relations, establishment and development of Customer Relation Systems, and establishment of the sales and marketing

teams. After accomplishing a satisfactory success, she was appointed as the General Manager responsible from marketing operations to Beymen, a brand belonging to the same group. She conducted and directed all the marketing operations of the chain as well as she managed the Corporate ID renewal and process of switching to modern store structures.

In 2000, she established her own consultancy firm in the areas of brand management and strategic marketing. She planned and constructed the marketing strategies of small and medium enterprises, conducted the branding processes. She managed successful operations of forming marketing systems and establishing new systems for Customer focused enterprises. She also directed the sponsorship managements of many international organisations and their adaptations for the Turkish market.

In 2005, her own dream project, a web based organisation, was rewarded as the “most genius business idea of Europe” and earned prize. In the very same year, she sold the brand to a Dutch investor, and turning a dream into a International prize winning project and selling the brand in less than 12 months is evaluated as a great achievement and succes in marketing societies.

Continuing the profession with great enthusiasm, Yelda İpekli thinks that, the essence of the success in marketing and branding is the passionate implementation of the rational ideas supported by mathematical data. Having managing the brands Turkish consumers choose for many years, Yelda İpekli has an invaluable experiences in understanding the trends and creating the competative advantage. Her all labor has taken place in Turkish media and she became as a well-known figure and a brand herself in her profession. She is still serving to many Turkish brands (a search can be done from google by her name) with her vast experiences in Corporate Communication and Brand Management. She has very successfully employed projects in tourism, textile and store chains in which there is very rare customer loyalty and much competition.

Yelda İpekli, has 10 years old daugther. And she likes riding horse, travelling around the world and also of course reading and searching..