

Ceyda Aydede

Ceyda Aydede was graduated from İzmir American College and Boğaziçi University Engineering Faculty Industrial Engineering and she completed the Retail Communication Program at Hesser College (New Hampshire, USA).

She worked as an Assistant Auditor at Arthur Andersen from 1977 to 1979, as Sales Manager at Migros T.A. between 1979-1986 and as Public Relations and Research Manager at Migros Türk T.A. between 1986-1989. She founded Global Promotion and Public Relations Company in 1989. Ceyda Aydede transferred majority of her shares to WPP in 2008 and served as Chairman of Global Hill and Knowlton until 2013. She is a partner in H + K Strategies company today. Aydede gave public relations lessons for over 20 years at various universities.

She wrote 4 books, which of their names are; A Professional Relationship: Public Relations Campaigns, Media and Public Relations, Blog Age with Virtual Media Diaries and Rising Trend: Corporate Social Responsibility.

Ceyda Aydede had been the Chairman of IPRA (International Public Relations Association) in 2003 and she is the founding member of Women's Entrepreneurs Association of Turkey (KAGİDER), and member of TÜHİD (Turkey Public Relations Association), and PRSA (American Public Relations Association).

She is also a member of the Board of Trustees of the Boğaziçi University Foundation (BÜVAK) and the Board of Trustees of the Health and Education Foundation (SEV), had been the Chairman between 2013 and 2015.

Ahmet BAL

Ahmet Bal was born in Tokat in 1957. In 1981, he graduated from the Department of Economics and Finance of the Faculty of Political Sciences of Ankara University and entered the Board of Accountants of the Ministry of Finance. He received the title of Chief Accountant and Certified Public Accountant in 1991. Mr. Bal received his MBA degree in Business Administration from Nottingham University in England in 1992.

He started to work as an Assistant Financial Affairs Coordinator in Anadolu Endüstri Holding in 1994. He carried his duties as Finance Director in Efes Sinai Yatırım Ticaret A.Ş. between 1995 and 1998 and as General Manager between 1998-1999. He served as the Financial Affairs Coordinator for the Automotive, Finance and Stationery companies in Anadolu Endüstri Holding's Financial Affairs Department between 1999-2006. He worked as the Audit Coordinator responsible for all Group companies Anadolu Endüstri Holding between 2006-2012. From 2013 to 2018, he served as the Audit President responsible for the audit of all Anadolu Group companies.

Ahmet Bal is married and has two children.