

AKAN ABDULA

He has 17 years of business experience in advertisement, marketing strategies, brand management and market research.

He was awarded many golden Effie awards, best product launching of Turkey and most efficient social responsibility campaigns being in the first place.

He held office as vice president of Strategy and Planning at Grey Istanbul advertising agency and as global strategy council member at Grey Group Worldwide.

He was one of the 12 strategists managing the global council.

In 2012, he left the advertisement sector and established FutureBright Group. Today, FutureBright Group has over 400 brands in its portfolio.

In 2016, he established ZMET Institute and become the ninth global partner of Olson Zaltman & Associates.

The famous Daily Telegraph made news of his strategic approaches.