



BAHAR KAĞITÇIBAŞI

+90 533 327 91 95 / bkagitcibasi20@ku.edu.tr / Istanbul

EXPERIENCE

Koç University

(09/2020–Present)

**PhD Student at Management and Strategy
Research and Teaching Assistant
Member of Leadership Lab**

Women in Technology Association (Wtech)

Secretary General, Istanbul

(09/2018–04/2020)

Wtech's primary goal is to increase the diversity in Technology sector, by increasing women's awareness, motivation and commitment in this field.

- Responsible from setting the strategy and organization from scratch
- Responsible from all the management processes and development of operating models of the Association, making sure that the Association is run according to the related laws, bylaws and legislations
- Network with industry experts and potential corporate members to drive awareness and membership/sponsorship, creating new member/sponsor tie-ups and partners
- Create and build strategic relationships and partnerships with third parties (Corporates, Government, NGOs, Universities)
- Develop and deploy strategic communication plans objectives to increase visibility
- Manage events plan and lead the execution
- Liaise and coordinate with the PR, social media and event agencies
- Organize, lead and execute project management (i.e. Wtech Academy, Women in Technology Index Turkey, Microsoft SQL Database Admin Trainings, Urfa Digital Transformation Project, Wtech & Marsch Hackathon)
- Perform literature research, technology sector overview, benchmarking with international associations and social enterprises and current situation in the other countries

BinYaprak

Partner, Istanbul

(04/2015–Present)

BinYaprak is a digital sisterhood circle that mobilizes women in business life. Our aim is, from students to retired, to enable the woman to discover the potential of her work life and to know that she is not alone in this journey. Our biggest difference is that we start out using the power of digital.

TurkishWIN

Executive Director, Istanbul

(07/2014–08/2018)

TurkishWIN is a global diaspora network for women to inspire and empower each other to build the global careers they love. Operational in 11 cities and three continents, TurkishWIN offers a vibrant networking platform, Web TV Talks, mentoring and University leadership programs.

- **Represented the platform** in local and international platforms
- **Managed local and global partners** to align with platform's objectives and programs

EBRD Women in Business Program Mentoring Partner (2015-2017): Designed and managed this program as a global best practice. Matched 80 female entrepreneurs with mentors from the TurkishWIN network.

KAGİDER: In partnership with UPS Foundation and KAGİDER, we built a platform for companies to network and share best practices in gender empowerment at the workplace (2015-present).

EMCC: Together with EMCC, we launched a Building Mentoring Networks in Universities Program to design mentoring programs for University students and alumni (2017-present)

Corporate Members: Built a corporate offer of diversity consulting and network services to boost companies' bandwidth to build authentic women's networks inside the companies and to enrich activity sets to retain female talent. Some corporate members: UPS, EnerjiSA, Avon, Eczacıbaşı Holding, Unilever, Borusan Holding

- **Managed the sales pipeline** (Acquiring 20 new corporate sponsors for a year, 100K USD revenue, %100 success)
- **Managed the operations of TurkishWIN chapters** (San Francisco, Los Angeles, New York, Boston, Washington DC, London, Zurich, Netherlands, Ankara, Izmir): Responsible from setting the yearly strategies and business plans for chapters and follows up the execution and finding target destinations for launching new TurkishWIN chapters. Four new chapters (Washington DC, Netherlands, Los Angeles, Izmir) have launched during my term of office.
- **Specialized in program and project design and management** (i.e. Kadın Liderlik Platformu, EBRD Women in Business Mentoring Program, TurkishWIN Mentoring Program, Evin Hesap Uzmanı Kadın, TÜSİAD Ne Okusam Ne Olsam Project)
- **Managed and transformed the TurkishWIN Mentoring program:**
 - Led the EMCC certification
 - Process optimization
 - Launched and managed a brain trust program to leverage members' know-how to excel in operations, content and impact of the mentoring program.
 - Partnership management (EMCC, EBRD, Coachzone, RNA, PWN and more)
 - Launched the mentoring knowledge journey in BinYaprak with video production (including scripting and acting) and authoring articles.
 - Launched Reverse Mentoring Program
 - Managed the supporting activities (Mentoring trainings and workshops, Mentor Appreciation events)
 - Completed 450+ mentoring matches

Deloitte

Strategic Planning, Business Development and Marketing Department Communication Senior Specialist

(07/2013–07/2014)

- Coordinated planning, budgeting and organizing press meetings, conferences, sponsorship projects and corporate events
- Managed outsourced contracts with service providers (such as the website management services, PR agencies, and media agencies)
- Created content for the speeches for the Partners in press meetings and TV programs
- Created marketing and promotional materials
- Led the communication with advertising and PR agencies and to carry out related issues in national media relations
- Made researches on media coverages and industrial trends
- Prepared and developed presentations for the promotion of the company for special occasions

UPS

Human Resources Department

Employee Relations/Internal Communication Specialist, Istanbul

(09/2010–07/2013)

- Responsible from UPS's internal communication projects, events and application/adaptation of new initiatives coming from UPS HQ.
- Responsible from allocating the yearly grant of UPS Foundation (100k USD) to selected foundations (Koruncuk Vakfı, Altı Nokta Körler Derneği, Türkiye Spastik Çocuklar Vakfı, KAÇUV, LÖSEV, ÇEKÜL and more) and designing new social responsibility projects according to their needs.
- Managed all internal communication channels (Events, mailings, intranet, internal announcements).
- Led and organized employer branding projects/events (i.e. UPS Packband concerts, UPS Buckle Up Theatre, Book Club events, Scavenger Hunt events, sport tournaments).
- Responsible from the completion of global Employee Engagement Survey among 3k+ employees and its report to management (%99.1 participation success, %4 increase in Engagement Index score).
- Started to publish the first internal magazine of UPS Turkey, "Kahverengi".
- Launched Y Generation Committee to address the needs and motivations of UPS Y Gen employees.
- Volunteered member in Women Leadership Development Committee. Awarded by our CEO on my success in managing the "KEDV Toy Library Project

EDUCATION

Istanbul Bilgi University - Istanbul

Faculty of Economics and Administrative Sciences, Business Administration

(2005-2010)

Faculty of Communication, Media and Communication Systems

(2005-2009)

- %100 OSYM Scholarship • Double Major • Graduated in first place in Faculty of Communication • Graduated in first place in Business Administration program • Graduation GPA: 3,90 • Participated in exchange program in Vassar College, NY, for one semester • Attended marketing summer school in LSE, London • Board member of Bilgi University Student Union

American Collegiate Institute - Izmir

(1998-2005)

COMMUNITY LEADERSHIP

- Advisory Board Member of TurkishWIN Mentoring Program Braintrust (01-2018- present)
- Advisory Board Member of the Bilgi University Communications Faculty (12.2017-present)