



# CEYLA DURGUN AKDAG

Consultant, Trainer, Professional Coach  
Co-founder of Feedback & Beyond

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## CONTACT

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Marina, Dubai

## AREAS OF EXPERTISE

- Leadership and Professional Development
- Employee Experience & Engagement
- Psychological Safety & Trust
- Feedback Culture and Coaching
- Talent Management & HR Strategy
- Team and Individual Coaching
- Workplace Culture Transformation
- Facilitation & Workshop Design

## SELECTED CLIENTS & INDUSTRY EXPERIENCE

I have delivered training and consulting services to some of the **world's leading companies**, including:

Koç Holding, Vodafone, Ford Otosan, Coca-Cola Beverages, Castrol, Beko, Yapı Kredi, Türk Telekom, Opet, Tüpraş, Eti, Pladis, LG, PayU (Iyzico).  
Industries: Banking, FMCG, Oil & Gas, Automotive, Technology, Pharma, Defense and many more.

## PROFESSIONAL SUMMARY

Ceyla is an experienced consultant, trainer, and professional coach specializing in leadership development, team and organizational dynamics, and professional growth. She collaborates with individuals, teams, and leading organizations to create exceptional workplace experiences that drive growth and engagement.

Ceyla believes in the transformative power of knowledge and its potential to create meaningful impact across an organization by working at the individual level. Her most fulfilling moments come from sharing insights with people and organizations and witnessing the ripple effect of knowledge, behavior change, and ultimately, cultural transformation.

She studied Business Administration in German language at Marmara University and completed her master's degree in Management and Organization at Istanbul University.

With over 15 years of diverse experience spanning academia, corporate roles, and consulting, Ceyla has held various HR positions at Eczacıbaşı Holding. She has partnered with renowned companies as a consultant to shape talent management strategies and support critical decision-making processes. She is also a certified professional coach and the co-founder of Feedback & Beyond.

Ceyla has consulted leading organizations across banking, FMCG, oil and gas, defense, pharma, automotive, and technology sectors. She delivers leadership and professional development programs across Türkiye, EMEA, and APAC regions, focusing on employee experience, psychological safety, trust, feedback, and coaching skills. She also coaches teams and individuals, helping them unlock their full potential.

Based in Dubai, Ceyla is married and the proud mother of a son.

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## PROFESSIONAL EXPERIENCE

### CO-FOUNDER, CONSULTANT, TRAINER, PROFESSIONAL COACH

*Feedback & Beyond, Dubai, UAE & Istanbul, Turkey, May 2019 - Present*

- Provided consultancy on employee experience and engagement projects for corporate clients.
- Led employee listening projects using surveys, focus groups, and one-on-one interviews.
- Designed and delivered leadership and professional development programs for multinational corporations.
- Provided executive coaching and team coaching for senior leaders and professionals.
- Facilitated employee experience workshops and organizational transformation projects.
- Partnered with global HR consultancies to provide feedback-driven culture programs.

## MANAGING CONSULTANT (KEY ACCOUNTS & MARKETING)

*Psytech Turkey, Istanbul, April 2018 - May 2019*

- Managed key accounts, including Pfizer, Lilly, Abdi İbrahim, Inditex, Halkbank, LC Waikiki, Deloitte.
- Conducted assessment centers for Directors and C-Level executives.
- Delivered psychometric assessments, competency-based interviews, and accreditation training.
- Led marketing and client acquisition strategies.

## HUMAN RESOURCES MANAGER

*Eczacibasi Holding HQ, Istanbul, January 2014 - April 2018*

- Held various roles in Talent Management, Talent Acquisition, Employer Branding and Employee Engagement
- Led employee engagement and talent development initiatives.
- Designed and executed employer branding projects that won Stevie and Brandon Hall awards.

## RESEARCH ASSISTANT

*Marmara University, Istanbul, September 2009 - January 2014*

- Research assistant and Lecturer in the German Speaking Department of Business Administration

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## EDUCATION

- PhD Coursework Completed - Organizational Behavior, Marmara University (Program not completed)
- MBA - Istanbul University (Thesis: Workplace Bullying and Coping Strategies)
- BA in Business Administration (German Language) - Marmara University

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## LANGUAGES

- English (Fluent)
- Turkish (Native)
- German (Upper Intermediate)

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## TRAINING DELIVERY FORMATS

- In-person & Virtual Training
- Workshops & Facilitated Sessions
- One-on-One & Team Coaching

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## CERTIFICATIONS

Eternal Advanced Team Coaching Training, Eternal Coaching, 2025  
Transformational Coaching ICF Level 2, 138,5 Hours, TPC Leadership, 2024  
Introduction to Human-Centered Design, IDEO.com, 2021

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## ADDITIONAL INFORMATION

**Memberships:** Stevie Awards Judge, Volunteer at BizBizze (NGO for women empowerment), ICF UAE Chapter, EMCC