

Sinan İřeri

Born in Istanbul in 1967, Sinan İřeri graduated from Kadıköy Anadolu High School, followed by the industrial engineering department of Istanbul Technical University.

Upon university graduation in 1989, he served for two years as an ATM systems analyst for the American company Diebold in Saudi Arabia. After completing his military service, he joined Anadolu Honda Automotive Inc. in 1992. Until 1999, as the Chief of Marketing and Communication, Sinan İřeri was successful in managing all marketing, advertisement, and PR practices for the Honda brand.

In 1999, Sinan transitioned to the advertising sector, which is a complement to marketing communication. Over the years, he took on key leadership roles in international advertising companies, including agencies of McCann Erickson and WPP Group. As Strategic Communication Planning Director, he directed and contributed to campaigns for various brands in the automotive, banking, retail, consumer electronics, construction, alcoholic/non-alcoholic beverages, and pharmaceutical sectors. Sinan İřeri has lastly served as Customer Relations Director at WPP-associated company Millward Brown, which specializes in advertising and marketing research.

While working in the marketing communication sector, Sinan İřeri combined his insights and professional experiences about individual decision-making with his personal interests. Following certification training (ICF/ACTP), he began his work as an Executive Coach and Personal Life Coach (ACC) with (International Coach Federation) accreditation, starting in 2017. He is particularly working with all levels of managers from Akbank as well as many other middle and top-level executives and individuals.

Sinan İřeri, who has more than 400 conversations' of experience in the coaching field, is single and lives in Istanbul.