



Ogün Dođan AKYOL

Ogün Dođan Akyol holds a degree in Economics. After first becoming acquainted with the research sector during his university years, he has been working in the research industry for more than 30 years.

He began his career at PİAR GALLUP, one of Turkey's leading research institutions, where he learned from pioneering experts in the field. He later served for 12 years as Managing Partner during GfK's establishment and growth period in Turkey's AdHoc research area, and for approximately 4 years as Director of Corporate Development at TNS. During this time, he actively contributed to more than 1,000 research projects for over 100 brands. For the past 3 years, he has been serving as Chair of the Technical Committee at TİAK.

To promote the recognition, growth, and development of the research sector, he has lectured regularly on research at various universities for 25 years and has participated in numerous seminars and conferences. At different times, he has also served as a Board Member of the Turkish Researchers Association and has worked in several committees, particularly the Education Committee.