



Sevda SOLAK

Sevda Solak, Founder and CEO of TimePR, is one of Turkey's leading communication professionals with more than 20 years of experience in strategic communication and public relations. A graduate of the Department of Public Relations and Publicity at the Faculty of Communication, Istanbul University, Solak also studied marketing at Oakland College in Hertfordshire, United Kingdom. Early in her career, she completed PRCI-ICCO Communication Consultancy programs and later earned an MBA in Business Administration from Istanbul Bilgi University. In addition, she pursued a second master's degree in Strategic Marketing and Brand Management. Gaining her first entrepreneurial experience between 2004 and 2007 in the establishment and growth of a public relations agency that is still active in the industry, Solak founded TimePR in Kalamış in 2007, establishing one of the sector's leading independent communication agencies. Today, under the TimePR umbrella, she provides strategic communication consultancy, corporate reputation management, media relations, crisis management, marketing communications, and project-based corporate communication services to national and international organizations. Working on voluntary social impact projects aligned with SDG-5, Solak has served as Co-Chair of the PWN Istanbul Board of Directors and as Chair of the Board of the Moda Soroptimist Club. She currently serves as a Board Member and Secretary General of TÜHİD, a member of the UN Global Compact Turkey – Global Compact Network Turkey, and a member of the Corporate Governance Association of Turkey. Throughout her career, she has worked with leading Turkish and global brands such as Koç Holding, Borusan Holding, İşbir Holding, Saray Holding, Yemeksepeti, IBM, Honeywell, Autodesk, Anadolujet, Domino's Pizza, and Little Caesars, taking on strategist and practitioner roles in strategic communication, corporate reputation management, mergers and acquisitions and IPO communications, media relations, corporate responsibility/volunteering communication, and crisis management. A graduate of the 7th Term Board Member Development Program of the Corporate Governance Association of Turkey (TKYD), Solak also holds the title of ICF-accredited Leadership Coach from The Forton Group in the United Kingdom. She conducts coaching-oriented work in governance consultancy for boards of directors, leadership communication, and stakeholder communication.