



Emrah Yayıcı

Emrah Yayıcı is a best-selling author on Amazon.com, a keynote speaker, and a trainer specializing in business analysis, design thinking, artificial intelligence. He leads end-to-end AI consultancy initiatives — from strategy to execution — enabling organizations across sectors such as banking and finance, e-commerce, and manufacturing to evolve into AI-powered organizations.

Emrah has delivered numerous high-impact trainings and consultancy projects, driving digital transformation and AI adoption across the sector. His work includes:

- **Delivering specialized training programs on business analysis, AI and data-driven decision-making to accelerate enterprise-level capability building.**
- **Advising on leveraging artificial intelligence and emerging technologies to enhance operational efficiency, elevate customer experience, and stay ahead of evolving market trends.**

Emrah also contributes to the International Institute of Business Analysis (IIBA®) as a chapter President and plays an active role in advancing the profession. He is the founder of the BAistanbul Conference, a globally recognized event that has become a key platform for AI enthusiasts, bringing together participants from over 35 countries to explore GenAI and machine learning use cases.

In addition, Emrah is the co-founder of ArtBizTech, an organization dedicated to preparing professionals and enterprises for the AI age by unlocking creative and critical thinking through artful thinking methodologies. ArtBizTech also runs bang.Prix, a platform that supports and showcases innovative projects at the intersection of art, science, and technology — highlighting groundbreaking digital-era artistic practices.

Earlier in his career, Emrah worked as a consultant at Accenture and later held leadership roles in global enterprise transformation programs at Beko-Grundig Electronics, where he served as Head of Strategy.

He holds degrees in Industrial Engineering and International Economics from Middle East Technical University (METU).