

# ELA<sup>®</sup>

## ECOVISIONARY LEADERSHIP IN ACTION

### LEADING THE GREEN PATH

A Certificate Program Co-offered by  
Kadir Has University and Öncü Academy



**KADIR HAS**  
**ÜNİVERSİTESİ**



# Welcome to ELA®

Are you prepared to embark on a transformative journey, charting a course along the green path towards a future united by societal ideals and an unwavering commitment to our planet?

The EcoVisionary Leadership in Action (ELA) Certificate Program has been meticulously designed to orchestrate a profound shift in your perspective. It equips you with the tools to navigate today's swiftly evolving global landscape, largely influenced by the sweeping currents of climate change.

As a participant, you are poised to undergo a comprehensive metamorphosis—a shift from the conventional mantle of an executive to the visionary role of a leader at the vanguard of both societal and planetary transformation.

ELA epitomizes an all-encompassing approach to leadership, acknowledging that leadership in our dynamic era demands fluency in multiple realms. We have delineated 8 pivotal dimensions that are intrinsically woven into the fabric of impactful leadership.

These dimensions span the domains of global acumen, leadership finesse, climate stewardship, financial adeptness, market insight, innovation acuity, digital literacy, and strategic mastery. These facets serve as the bedrock of our program, forming an elaborate framework that guides participants towards a holistic apprehension of leadership's intricate tapestry.

# Welcome to ELA®

As you embark on this journey of discovery and collaboration alongside world-class facilitators and peers, you will acquire the wisdom, skills, and perspectives necessary to guide transformative change—an evolution that goes beyond the limitations of organizational boundaries and extends its reach to a broader horizon. By doing so, you will play a pivotal role in shaping a more

sustainable, equitable, and prosperous future that resonates across every corner of the globe.

Welcome to a transformative expedition where your journey catalyzes a hope of enduring change.  
Warm regards,



Ahmet Öncü  
CEO of Öncü Academy and  
ELA Program Director

# Facilitators



## ***Gökşin Bakır***

Gökşin Bakır is a dedicated professional with over three decades experience in global technology landscape. As Azure Solutions Director for the Middle East and Africa at Microsoft, he led transformative initiatives across 76 countries. Earlier, Bakır helmed a leading manufacturing software company in Turkey, leaving a mark of innovation. Wearing the mantle of Microsoft Regional Director, Bakır shared his knowledge and vision as faculty at Bogazici University and spoke at global conferences. His passions—cloud computing, Big Data, Machine Intelligence—came to life through projects with academia and corporations.



## ***Enis Erkel***

Enis Erkel brings over 20 years of dynamic leadership to the forefront, spanning international business and sales across Asia and Europe. His remarkable career encompasses innovation, R&D, and new business development within the ICT sector, showcasing his deep industry expertise. A distinguished tenure of 9 years in international business and sales leadership reflects Erkel's adeptness at navigating diverse markets. His impact extends to technology startups, SMEs, and corporations through his role as a mentor and coach. As the driving force behind a prominent technology accelerator in Istanbul, he has nurtured and guided countless entities to success. Notably, Erkel played a pivotal role as a founding manager of a highly successful Joint Venture company in Korea. His prowess in research and development leadership is underscored by his distinction as the sole recipient of the highest leadership award at Nortel in 1999. Erkel's exceptional leadership acumen and multifaceted expertise make him a driving force in the global business arena.

# Facilitators



## ***Hüseyin Güler***

Hüseyin Güler holds a BS in Industrial Engineering from Marmara University, an MBA from Uludağ University, and a PhD from Middle East Technical University with his work on innovation networks. With 20+ years of experience in technology and innovation fields, mainly in the GSM, automotive, wood-based composites industries, and the public sector, he has been in leadership positions for over 17+ years. In his early career, he was involved in new product/business model development projects at TURKCELL and TOFAŞ. He assumed leadership roles for 9+ years at TUBITAK in designing policies for innovation which targeted innovative companies and technopreneurs. He also was involved in establishing a Turkish R&D lobbying office in Brussels for a brief period. After his role as the General Secretary of Bursa Chamber of Commerce and Industry, he has held high-level management roles at Kastamonu Entegre, leading innovation transformation in a traditional sector with his motto "Innovation does not need Supermen, but Voltrons." This approach has received six awards in external competitions or rankings since 2019. Güler has published many articles on innovation management and innovation policies and was a member of various innovation or sectoral working groups formed by the OECD, European Commission and UN from 2006 to 2021.



## ***Michale Hudson***

Michael Hudson is President of The Institute for the Study of Long-Term Economic Trends (ISLET), a Wall Street Financial Analyst, Distinguished Research Professor of Economics at the University of Missouri, Kansas City. He is the author of *Super-Imperialism: The Economic Strategy of American Empire* (Editions 1968, 2003, 2021), *'and forgive them their debts'* (2018), *J is for Junk Economics* (2017), *Killing the Host* (2015), *The Bubble and Beyond* (2012), *Trade, Development and Foreign Debt* (1992 & 2009) and of *The Myth of Aid* (1971), amongst many others. ISLET engages in research regarding domestic and international finance, national income and balance-sheet accounting with regard to real estate. The institute also engages in the economic history of the ancient Near East. Hudson acts as an economic advisor to governments worldwide including China, Iceland and Latvia on finance and tax law. He gives presentations on various topics at conferences and meetings.

# Facilitators



## ***Deborah Hurst***

Deborah Hurst is a Canadian scholar and researcher, holding a Professor of Work and Organization Studies and the outgoing Dean of the Faculty of Business at Athabasca University. Through her research endeavors, Hurst has explored multifaceted aspects of leadership, change, and knowledge creation and transfer. Furthermore, her scholarly pursuits have extended into the intricate fabric of creating the cultural conditions essential for success. Deborah's dedication to understanding the interplay between culture, achievement, and progress has led to invaluable insights that inspire institutions and individuals alike. As the outgoing Dean of the Faculty of Business, Hurst's legacy is interwoven with innovation and transformative leadership.



## ***Selen İnal***

Selen İnal holds a rich two-decade background in the energy sector, spanning diverse expertise. She spearheads power plant investments spanning natural gas, hydro, solar, wind, and biogas, with a collective capacity of 2200 MWs. Her prowess extends to energy solutions, electricity trading, market intricacies, engineering, investor relations, and project finance – her approach encompasses multifaceted technical, financial, legal, and commercial aspects. An influential figure in green transition, investments, and ESG, İnal excels in pioneering markets, shaping business models, introducing advanced technologies, and tracking transformative trends like decarbonization, electrification, digitalization, e-mobility, distributed generation, and energy storage. Beyond corporate impact, since 2009, İnal has been an active force in the entrepreneurship ecosystem, playing roles as a mentor, trainer, jury member, and advisor. Her journey stands as a testament to impactful efforts shaping industries and forging sustainable pathways in the dynamic energy landscape. Selen İnal has been invited as one of the 50 engineers globally to join the Council of Engineers for the Energy Transition (CEET). Under the auspices of the UN Secretary-General, the CEET constitute a global, high-level body of engineers and energy system experts to contribute to the UN Secretary-General's goal to build a coalition to achieve carbon neutrality by 2050, and to the UN generally on engineering pathways to achieve comprehensive decarbonization by mid-century.

# Facilitators



## ***Hande Karadağ***

Hande Karadağ is holding an Associate Professorship position at Yaşar University's Faculty of Business Administration. She also serves as the Director of YÜSEM - Lifelong Learning Center. She completed her undergraduate studies at Marmara University and holds a master's degree from Istanbul Commerce University. Her academic journey led her to earn a doctoral degree in strategic management from both Yeditepe University and Isenberg Business School. Karadağ started her career at Yapı ve Kredi Bankası, where she managed portfolios for 19 years. During this period, she managed portfolios for numerous foreign and domestic companies and groups, including Alarko Holding, Eczacıbaşı Holding, Colgate Palmolive, IKEA, and Hedef Alliance Holding. After this, she served as a branch manager for 7 years. Following the completion of her doctoral degree, Karadağ concluded her private sector career and spent 2 years as a visiting researcher at the University of Pennsylvania Wharton Business School.



## ***Şirin Gizem Köse***

Şirin Gizem Köse is an accomplished scholar with a diverse academic background. She completed her undergraduate studies in Business Administration at Marmara University, followed by a master's in Production Management and Marketing at Galatasaray University. Her academic journey culminated in a PhD in Business Administration, specializing in Marketing, from Yıldız Technical University. She served as a research assistant at Yıldız Technical University and currently holds the position of Assistant Professor of Marketing at MEF University Business Administration department. Köse's research interests include sustainability, food marketing, and consumer behavior. Additionally, she collaborates with various sectors to publish insightful reports that bridge academia and real-world applications.

# Facilitators



## ***Vedat Kunt***

With over 30 years in the industry, Vedat Kunt held senior roles spanning Strategic Management, Export, Sales and Marketing, Brand Management, Organizational Restructuring, and Innovative Product and Service Development. He's actively contributed to various national and global initiatives centered on Cluster Development, Entrepreneurship, and Regional Growth. Kunt graduated with a degree in Industrial Engineering from the Middle East Technical University. Later, he earned a Master's in International Business Management from 9 Eylül University's Graduate School of Social Sciences. Kunt has been a visiting lecturer at Izmir University of Economics, specializing in teaching undergraduate and graduate classes in Strategic Management and International Business Management. Notably, he recently participated in the Cluster and Business Development Training Programme, a UNIDO (United Nations Industrial Development Organization) initiative under the PAIDAR (Poverty Alleviation and Inclusive Development in Rural Sindh) project, funded by the EU in Pakistan.



## ***Ross Mitchell***

Until recently, Ross Mitchell used to serve as the Global Health, Safety, Security and Environment (HSSE) Manager, Nature-based Solutions (NBS), at Shell International. Mitchell had been dedicated to overseeing the sustainable and secure development of Shell's NBS ventures, aimed at producing high-quality carbon credits. His extensive involvement in on-ground work related to natural resource management had led him to numerous countries and remote areas across Asia, Africa, Europe, and the Americas.

Possessing a profound educational background, Mitchell held a PhD in Environmental Sociology, a BSc in Forestry from the University of Alberta, and an MSc in Rural Planning & Development from the University of Guelph. His academic journey was complemented by a collection of more than 30 peer-reviewed publications that delved into the interplay between environmental science and social science.

Formerly headquartered in the Netherlands, Ross Mitchell's role at Shell International was instrumental in driving the nexus between sustainable practices and business objectives.



# Facilitators



## **Ahmet Öncü**

Ahmet Öncü obtained a bachelor's degree in Economics from the Middle East Technical University, followed by master's degrees and a doctorate degree in Sociology from the University of Alberta. He later joined Bilkent University's Faculty of Business Administration and contributed to the establishment of Sabancı University, where he worked as faculty over 20 years. He has an extensive academic background, with publications in reputable international journals and books, along with non-academic articles in newspapers and electronic platforms. He is in the editorial board of Sociology Lens. Renowned for courses like "Global Business Context" and "New Competitive Environments and Horizon Tour," he is a well-recognized figure in executive education in Turkey. He also served as the Dean of Graduate School at Bahçeşehir University and founded Öncü Academy, providing education and consultancy services to the real sector.



## **Sabri Öncü**

Dr. Öncü received his B.S. (1984) and M.S. (1986) degrees in Mechanical Engineering and his B.S. (1986) degrees in Mathematics from Boğaziçi university, where he worked as a research assistant between 1984 and 1986. He then entered the Department of Mathematics at the University of Alberta, where he received his master's degree in 1989 and his PhD in 1992 in Applied Mathematics. In 1990, he was awarded Canada's most prestigious award, the "Killiam Memorial Scholarship", by the University of Alberta. Lastly, in 2006, he graduated from Stanford University with a Master of Business Research Degree.

He has served as Director of Quantitative Fixed Income Research at Drezdner-RCM Global Investors, Head of Research at the Centre for Advanced Financial Research and Training (CAFRAL) of the Reserve Bank of India (RBI), and Senior Economist at the United Nations Conference on Trade and Development (UNCTAD).

Öncü has authored numerous articles in reputable academic journals, daily newspapers, magazines, and digital venues. He has taught courses in various topics of finance and economics at the undergraduate, graduate (MBA) and doctoral levels at New York, Donau, Bilkent, Sabancı, Kadir Has, and Kültür Universities.

# Facilitators



## ***Okan Pala***

After completing his bachelor's degree in Economics from Ankara University Faculty of Political Sciences, Okan Pala obtained his master's degree in Industrial Economics from the University of East Anglia in the United Kingdom. He then began his doctoral studies in Organizational Theory at Sabancı University Faculty of Management Sciences. During his doctoral studies, he conducted research at the intersection of organizational theory and technology and innovation management, leading to various academic publications.

Upon joining Özyeğin University in 2018, he shifted his focus to the field of sustainability and participated in the establishment of the Sustainability Platform (SP). Within SP, besides coordinating all sustainability activities of the university, he teaches undergraduate and graduate courses and executive education programs on sustainability. In addition to educational activities, he coordinates sustainability projects with external stakeholders and contributes to innovative projects developed and executed by SP, focusing on creative approaches to sustainability.



## ***Merih Pasin***

Merih Pasin holds a PhD degree in Aerospace Engineering from University of Cincinnati and is an accomplished professional with a remarkable track record of over 30 international patents and publications. Drawing from 20+ years of corporate experience, Pasin excels in innovative project management, intellectual property rights, and new business development, leading multicultural project teams. He's also been a sought-after keynote speaker at various meetings and events. Pasin is a versatile consultant, trainer, lecturer, and mentor, specializing in New Product Development, Technology and Innovation Management, Intellectual Property Management, and Change Management. Currently a university lecturer at Izmir Institute of Technology, Pasin holds the role of academic coordinator for the InoSuit Program. This innovation-focused mentorship initiative, backed by the Turkish Exporters Assembly (TİM), has successfully implemented the Corporate Innovation System in over 200 companies, involving 50 academic mentors from 30 universities. Pasin's extensive portfolio includes prominent institutions such as Turkish Airlines, THY Turkish Technic, Siemens, Akkök Holding, Assan Foods, Farplas, Türk Telekom, Johnson & Johnson, Variant - Demidöküm, Hayat Holding, Kastamonu Entegre AŞ, STFA Holding, Enerjisa, Netaş, Avea, Çalık Holding, TOFAŞ, Organik Kimya, AISIN-Toyota and the Collaboration Platform for R&D Centers (ArGe-MİP)

# Facilitators



## ***Mehmet Üner***

Mehmet Üner empowers businesses with over 20 years of diverse IT experience, including technical, sales, marketing, and management roles. Currently, as a Solutions Strategy Manager at Microsoft EMEA, Üner leads ISD Strategy for Security while driving strategic planning, demand generation, and campaign execution. Previously, Üner managed Modernization & Transformation Strategies for Azure, Modern Workplace & Security, and led Cloud Infrastructure in Microsoft MEA. With a background in technical sales, marketing, and security, he co-founded CSA Turkey and is passionate about sharing knowledge through mentoring and supporting startups.

# Program Structure

ELA<sup>®</sup> is structured in two distinctive yet integrated parts, ensuring a holistic learning experience that bridges theory with practical application.

## Part I: Theory in Practice

Uncover a wealth of knowledge through ELA's methodically curated first part, consisting of eight modules. Each module revolves around a pivotal topic within the realm of sustainable business, ranging from climate policies to their far-reaching impact on business paradigms. In every module, you'll be guided by a dynamic duo of facilitators – experts at the forefront of their fields.

### 1. Cutting-Edge Insights and Reflective Perspectives

In each module, one facilitator delivers a lecture encapsulating the state-of-the-art knowledge pertinent to the specific subject matter. These lectures serve as a foundation for understanding the dynamics of the subject matter, furnishing you with the latest insights.

The second facilitator brings this knowledge to life by sharing real-world experiences, ensuring that theoretical understanding is harmoniously complemented by practical application.

### 2. Thought-Provoking Dialogue and In-Depth Discussions

Following the presentations, participants get engaged in open dialogues where ideas are exchanged, challenging the status quo and fostering innovative thinking.

## Part II: Experiencing ELA<sup>®</sup> through Simulations

In the second part, ELA takes learning to the next level through immersive simulations. Here, participants experience the unique opportunity to apply the insights and knowledge gained in the first part to real-life scenarios and cases. This part equips the participants with the tools necessary to transform ideas into impactful actions, driving tangible change within their organizations.

# Modules

## ***Geopolitical Transformations and Their Impact on Climate Policies***

In an ever-shifting global landscape, grasping the dynamics of geopolitical transformations is essential for strategic leadership. This workshop engages in the multifaceted interplay between evolving geopolitical realities and climate policies, providing you with profound insights to adeptly navigate these complex forces.

## ***Navigating the Shifting Geopolitical Terrain***

Ahmet Öncü

## ***Strategizing Climate Resilience in an Evolving Global Order***

Okan Pala

# Modules

## ***Leading with a Planetary Vision***

Present-day leadership extends beyond boardroom decisions. In this workshop, we embark on the art of inclusive leadership, empowering you to foster diverse teams, drive social change, and cultivate a culture of planetary vision.

***The Power of  
Leadership in the Age  
of Climate Change***  
*Deborah Hurst*

***Leading Through  
Vision: Insights from  
Practice***  
*Enis Erkel*

# Modules

## ***Resilience Strategies in a Changing Climate Landscape***

The climate crisis demands proactive strategies. In this session, we explore climate resilience, equipping you with tools to navigate disruptions, embrace circular practices, and ensure your organization's sustainability in a rapidly changing climate.

## ***Embracing Change: Climate Resilience in Action***

*Ross Mitchell*

## ***Facing Uncertainty: Navigating Energy Transition***

*Selen İnal*

# Modules

## ***Integrating Sustainability into Financial Strategies***

Financial decisions hold the power to shape a sustainable future. This session explores the integration of environmental and social considerations into financial strategies, equipping you to align profitability with purpose and drive positive impact.

## ***Profit with Purpose: Sustainable Finance Unveiled*** *Sabri Öncü*

## ***Balancing the Books: Sustainable Financial Practices*** *Michael Hudson*



# Modules

## ***Conscious Consumerism and Stakeholder Engagement***

In an era of conscious consumers, market dynamics are shifting. This session delves into conscious consumerism and stakeholder engagement, equipping you to position your organization as a leader in sustainable markets.

## ***Connecting with Purpose: Navigating Conscious Consumerism***

*Gizem Köse*

## ***Sustainability at the Marketplace: Engaging Stakeholders***

*Okan Pala*

# Modules

## ***Co-Creation and Collaborative Innovation for Positive Impact***

Innovation flourishes through collaboration. This session explores co-creation and collaborative innovation, empowering you to leverage diverse perspectives and teamwork to generate solutions that positively impact your organization, society, and the planet.

## ***Unlocking Synergy: Co-Creation for Transformative Innovation***

*Hüseyin Güler*

## ***Collective Intellect: Collaborative Innovation***

*Merih Pasin*

# Modules

## ***Leveraging Technology for Sustainable Growth***

Technology is a catalyst for positive change. This session delves into leveraging digital tools and strategies for sustainable growth, empowering you to harness the potential of technology while driving meaningful societal and planetary impact.

***Digital Sustainability:  
Mobilizing Technology's  
Positive Impact***  
*Gökşin Bakır*

***Tech for Good: Driving  
Sustainable Digital  
Transformation***  
*Mehmet Üner*

# Modules

## ***Stakeholder- Centric Strategy Formulation***

Effective strategies resonate with stakeholders. This session explores stakeholder-centric strategy formulation, equipping you to create innovative, inclusive, and impactful strategies that drive positive change across ecosystems.

## ***Strategizing for the future: Building sustainable strategies***

*Hande Karadağ*

## ***Strategic Collaborations: Engaging Ecosystem Stakeholders***

*Vedat Kunt*



## CONTACT

seda.birkan@khas.edu.tr  
info@oncuacademy.com