

GÖKHAN AKDAĞ

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RESEARCH INTERESTS

Emerging Technologies in Management | Organizational Transformation | Digital Innovation | Enterprise AI Strategy | Leadership & Change Management

EDUCATION

Sabancı University – MBA (Full Scholarship) | 2006 Graduate

- Company Action Project: Analyzing the Impact of Differing Marketing Campaigns and Distribution Channels on Sales Performance

University of Florida – MBA (Exchange Student) | 2005 Summer Term

- Completed Courses: Strategic Management, Marketing Management, Professional Communication

İstanbul Technical University – B.Sc. in Electronics & Telecom Engineering | 1999 Graduate

- Graduation Thesis: Advancements in Dual Layer Technology: Enhancing Data Storage and Image Resolution in DVDs as an Emerging Media Format

ACADEMIC & RESEARCH EXPERIENCE

Teaching Assistant, 20hours/week, Sabancı University (2004 – 2006)

- Assisted Professor Can Akkan in “Introduction to Management”, leading discussions and supporting coursework.
- Supported Professor Ahmet Öncü with instructional tasks and operational needs.

Industry Research Collaboration

- Queen’s University’s Smith School of Business – Canada (Business Project)

Collaborated with Associate Professor Ceren Kolsarici, to develop analytical methodologies for measuring the impact of multichannel activities on sales performance, leveraging advanced data-driven insights to optimize strategic decision-making. Provided industry insights to bridge theory and practice in management studies.

- Sabancı Business School – Türkiye (Informal Contribution)

Supported Professor Arzu Wasti's organizational research by recruiting additional participants

SELECTED PROFESSIONAL EXPERIENCE:

GSK Emerging Markets – Latin America, India, Southeast Asia, Middle East & Africa

Director, Commercial Operations & Strategy / Experience Design (2023 – Present)

- AI-Driven Organizational Transformation: Led the development and implementation of AI-powered workforce augmentation tools, including intelligent field-force solutions, optimizing efficiency across 19 high-priority countries.
- Data-Driven Customer Engagement Strategy: Designed and executed omnichannel frameworks that enhanced healthcare professional (HCP) experiences, resulting in measurable impact on engagement and commercial success.
- Thought Leadership & Executive Education: Developed and led executive training programs on omnichannel strategy and digital marketing excellence, equipping leaders across 44 countries with advanced data-driven decision-making capabilities.

Director, Digital Operations (2020 – 2023)

- Enterprise AI Integration: Spearheaded AI-driven engagement models, embedding machine learning into commercial strategy to improve customer interactions and optimize decision-making at scale.
- Cross-Market Experimental Analytics: Implemented advanced omnichannel analytics frameworks, refining measurement methodologies and influencing corporate strategy across multiple global markets.

GSK Türkiye

Head of Customer Engagement (2018 – 2020)

- Cross-Functional Organizational Development: Established and provided strategic guidance to cross-functional brand teams, driving collaboration among

marketing, medical, and commercial excellence teams—an applied example of organizational behavior in action.

- Mentorship & Capability Building: Led capability-building initiatives for commercial professionals, equipping them with digital, marketing, and omnichannel expertise to strengthen engagement strategies.
- Academic-Industry Collaboration in Marketing Strategy: Partnered with leading consulting firms—including Accenture, IQVIA, and Veeva—to integrate emerging research into corporate strategy, fostering innovation in marketing and omnichannel transformation.

TEACHING, MENTORSHIP & TRAINING EXPERIENCE

- Industry Leadership Training: Designed professional learning curricula for omnichannel engagement, data driven decision-making, and digital innovation.
- Guest Speaker & Workshops: Led sessions on marketing transformation, customer-centric innovation, and data driven business models for 7000+ commercial professionals

CERTIFICATIONS & EXECUTIVE EDUCATION

- Northwestern University (Kellogg Executive Education)– Strategic Change Management (2023)
- University of Oxford (Saïd Business School) – Digital Marketing: Disruptive Strategy Program (2020)
- Digital Marketing Institute (DMI) – Certified Digital Marketing Professional (2019)
- The Coaches Training Institute (CTI) – Certified Co-active Coach (2015)

TECHNICAL & ANALYTICAL SKILLS

Enterprise Strategy & Implementation | Strategic Change Management | Market Research | Marketing Innovation | Cross-Cultural Team Management | Leadership | Executive Coaching & Capability Building | Cross Functional Team Building |