GOKHAN AKDAG

Doctoral Researcher · Sabanci University, Istanbul, Türkiye
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RESEARCH INTERESTS, AI & Enterprise Strategy, AI Governance & Ethics, People Strategy in the AI Era, Digital Transformation & Emerging Technologies, Innovation & Strategic Foresight, Customer & Employee Experience Design, Organizational Capability & Change Management

EDUCATION

Sabanci University — PhD in Management & Organization Expected 2029
Full Scholarship

- **Year 1 coursework:** Strategic Management, Organization Theory, Research Methods, Business Analytics, Academic Writing, Qualitative Research
- **Year 2 coursework:** Philosophy of Artificial Intelligence, Organizational Behavior, Cross-cultural Management, Professional Development Seminars

Sabanci University — MBA 2006
Full Scholarship

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

University of Florida — MBA (Exchange Student) Summer 2005
Strategic Management, Marketing Management, Professional Communication

Istanbul Technical University — B.Sc., Electronics & Telecommunication Engineering 1999

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

WORKING PAPERS

- From Experimentation to Value: Why Some Incumbents Cross the GenAI Divide and Others Do Not
- Who Trusts the AI Appropriately? Unequal Calibration in AI-Assisted Resume Screening

ACADEMIC EXPERIENCE

Assistant, AI in Education Initiative — Sabanci University 2026 – 2027
20 hours/week

Teaching Assistant — Sabanci University 2025 – 2026
20 hours/week

- Marketing Research (Dr. Vahid Karimi): supported coursework in the first semester.
- Strategic Management (Dr. Remzi Gözübüyük): supported coursework in the second semester.

Teaching Assistant — Sabanci University 2004 – 2006

20 hours/week

- Introduction to Management (Dr. Can Akkan): led discussions and supported coursework.
- Supported Dr. Ahmet Öncü with instructional tasks and operational needs.

Industry Research Collaboration — Queen's University, Smith School of Business, Canada

Business project with Assoc. Prof. Ceren Kolsarici

Developed analytical methodologies for measuring the impact of multichannel activities on sales performance, using data-driven insights to inform strategic decisions, and contributed industry perspective to bridge theory and practice in management studies.

Sabanci Business School, Türkiye — Informal Contribution

Supported Prof. 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 – 2025

- **AI-Driven Organizational Transformation:** Led 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, with measurable impact on engagement and commercial success.
- **Executive Education:** Developed and led executive training programs on omnichannel strategy and digital marketing excellence for leaders across 44 countries.

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 omnichannel analytics frameworks, refining measurement methodologies and influencing corporate strategy across multiple global markets.
- **Mentorship & Capability Building:** Led capability-building initiatives for commercial professionals, equipping them with digital, marketing, and omnichannel expertise to strengthen engagement strategies.
- **Cross-Functional Organizational Development:** Established and guided cross-functional brand teams, driving collaboration among marketing, medical, and commercial excellence functions.
- **Academic–Industry Collaboration:** Partnered with leading consulting firms, including Accenture, IQVIA, and Veeva, to integrate emerging research into corporate strategy and omnichannel transformation.

Earlier Roles

Head of Customer Engagement — GSK Türkiye 2018 – 2020

Digital & Marketing Excellence Manager — GSK Türkiye 2015 – 2018

Business Unit Manager, Patient Experience — AbbVie Türkiye	2014 – 2015
Senior Product Manager — AbbVie Türkiye	2012 – 2014
Marketing, Sales and Finance Roles — Abbott Türkiye	2006 – 2012
Process Engineer — Vestel Türkiye	2001 – 2003

TEACHING, MENTORSHIP & TRAINING

- **Industry Leadership Training:** Designed professional learning curricula on 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 7,000+ commercial professionals.
- **Summer High School Training:** Future-capabilities training for high school students.

CERTIFICATIONS & EXECUTIVE EDUCATION

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