

LEAD Network Türkiye Strategy Launch 2024-26



Apr 19th ,2024
Adile Sultan Sarayı Kandilli



Antitrust Statement

Guidelines for meetings hosted by LEAD Network

It is the policy of the LEAD Network to strictly comply with all applicable antitrust laws.

Some of the members work for competing companies. It is essential that competitors avoid any discussions that could violate antitrust laws.

Examples of topics that cannot be discussed by competitors are:

- Prices and any other terms of sale
- Market shares
- Labour, production or raw material costs
- Production levels or curtailing production
- Customer allocation; Market allocation
- Boycotts of certain customers or suppliers
- Punishing certain competitors for marketplace activities such as offering lower prices or stealing customers.

In addition, there may be other industry-specific prohibited topics. Your company's lawyers can provide more information. Do not allow yourself to be used as a conduit for prohibited discussions between competitors.

Prohibited discussions should not take place anywhere – in meetings, social events, hallways, restrooms, or elsewhere. If a competitor initiates a discussion of a prohibited topic, terminate the conversation immediately and blame “the lawyers” if necessary. If you are unsure about a particular conversation, terminate it and seek clarification from your company's lawyers.

AGENDA

- LEAD Network Europe Foundation
- LEAD Network Türkiye Association
- 2024-26 Term: Organization
- 2024-26 Term: Strategy: Europe & Türkiye
- Next Steps
- Q&A

WHY ADILE SULTAN PALACE?



Adile Sultan (23 May 1826 – 12 February 1899) was an Ottoman princess, a Diwan poet, and a philanthropist. She was the daughter of Sultan Mahmud II and half-sister of the Sultans Abdulmejid I and Abdulaziz. Adile Sultan is the only female poet of the Ottoman Dynasty who has a “Divan”. The number of couplets in her divan exceeds 2000.

Adile Sultan is a female sultan who had made contemporary breakthroughs for women and especially interested in the education of orphan girls. After the death of her husband, she moved out and donated this palace to the state to be used as the first high school for girls in the Ottoman Empire.

Her wish was fulfilled only in 1916 (due to wars), when the Young Turk activist, statesman, and educator Ahmed Rıza opened the Adile Sultan İnas Mekteb-i Sultanisi ("Adile Sultan Imperial Girls School"), today known as Kandilli Anatolian High School for Girls, although it became not the first, but the second high school for girls in the empire. The school became a respected educational institution until 1986, when it was severely damaged by fire. It was reopened in 2006 as the Sakıp Sabancı Kandilli Education and Culture Center.

A decorative graphic on a grey background. On the left side, there is a grid of blue circles. A large, irregular green shape overlaps this grid, with a grey outline that follows its perimeter. On the right side, there are partial views of a blue circle at the top and a green circle at the bottom.

LEAD Network Europe



LEAD Network Mission

Attract, retain and advance women in the retail and consumer goods industry in Europe, through education, leadership and business development.



65

PARTNERS



19,000

MEMBERS



15

CHAPTERS



410

VOLUNTEERS



79%

WOMEN

21%

MEN

LEAD Network Values

- Passion for a diverse and inclusive industry
- Optimistic about the future
- Nurture our partners
- Run by our members, for our members
- Committed to act: “Doing Not Trying”
- Believe in excellence in execution



LEAD Network Partners – Nov 2023

Foundation Partners



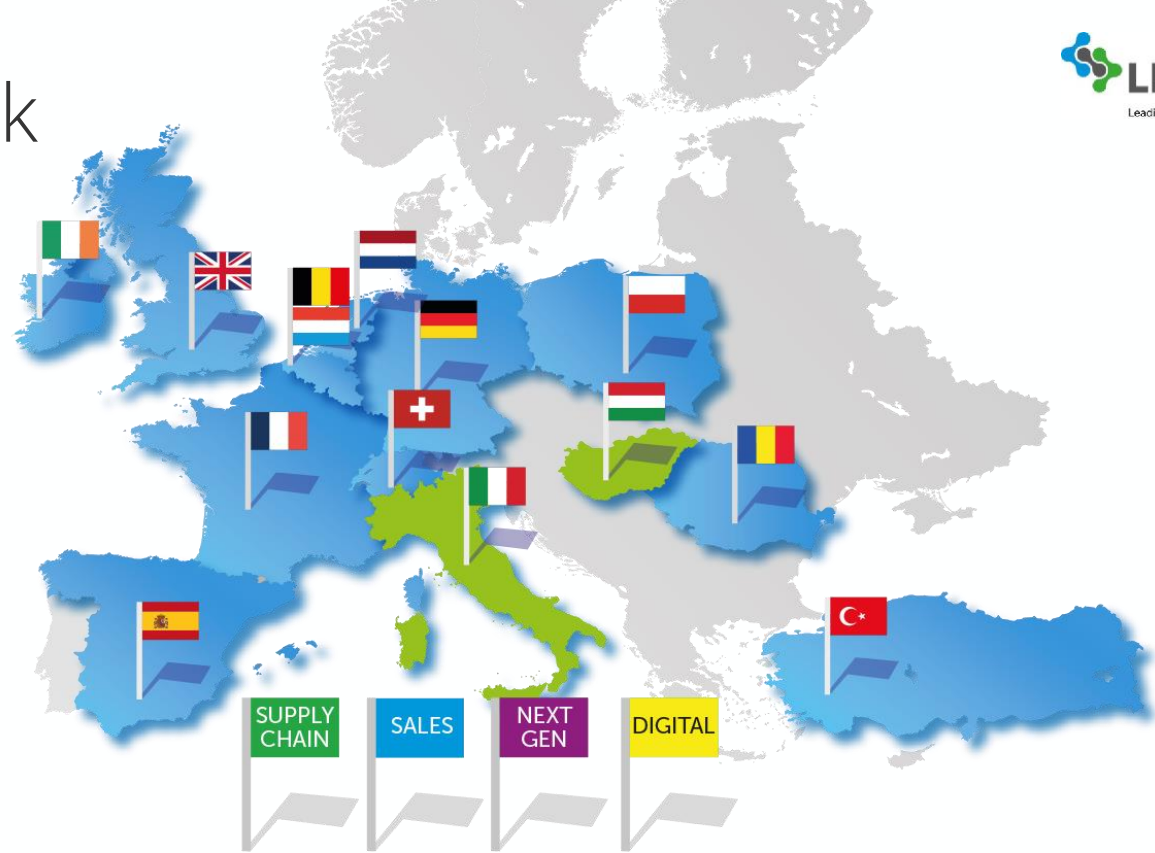
Gold Partners



Retailer/Wholesaler Discovery Programme



LEAD Network 15 Chapters



2015

TURKEY

2016

UK
SPAIN
GERMANY

2017

SWITZERLAND

2018

SUPPLY CHAIN
NETHERLANDS

2019

FRANCE

2020

POLAND
SALES

2021

BELGIUM &
LUXEMBOURG

2022

ROMANIA
NEXTGEN
DIGITAL

2023

IRELAND

Our Leadership: “By the Members for the Members”

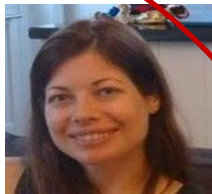
BOARD OF DIRECTORS



Tanya Kopps
Chair
CHRO Europe & Indonesia,
Ahold Delhaize



Tom Allmark
Secretary
Director Talent & Learning Supply
Chain & Global Functions, CHEP



Kirsten Wood
Treasurer
Finance Director, Unilever



Stéphane Grenier
Vice Chair
Managing Director
Amazon Advertising France



Annelie Verstraaten
Past Chair
Strategic Marketing
Dev. Manager, Hordijk



Veronika Pountcheva
Past Chair
Board member
International Sustainability
Standards Board

ADVISORY BOARD



Helayne Angelus
Member in Perpetuity
Co-Founder, LEAD Network
& Lifetime Partner Kalypso



Mick Broekhof
Member in Perpetuity
Co-Founder, LEAD
Network



Rami Baitiéh
Executive Director,
Carrefour France &
Member of Carrefour
Group
Executive Committee



Cécile Beliot
Chief Executive
Officer
Bel Group



**Elaine Bowers
Coventry**
Chief Customer and
Commercial Officer
**The Coca-Cola
Company**



Paul Campbell
Senior Vice President,
Supply Chain Europe
PepsiCo Europe



Béatrice Dupuy
President & General Manager
for France, Belgium,
Luxemburg
& the Netherlands
Procter & Gamble



Charmaine England
Area Managing
Director
Northern Europe,
Kenvue



Sharon Jeske
Ex-Officio member (3
years)
Former Executive
Director
LEAD Network



Wouter Kolk
CEO Europe & Indonesia
Ahold Delhaize



Sarah McGowan
Partner
August Leadership



Olena Neznal
Managing
Director
Northern
Europe
Diageo



Aysun Zaman
FMCG Marketing & Buying
Director
Migros Turkey

MANAGEMENT TEAM



Allyson Zimmermann

CEO

LEAD Network



Sam Tunney

Head of Operations



Tetyana Kretova

Head of Development and
Member Experience



Vacant*
Head of Education &
Content

CHAPTER COMPARISONS



Chapter Numbers	BeLux	Digital	France	Germany	Ireland	Italy	Netherlands	NextGen	Poland	Romania	Sales	Spain	Supply Chain	Switzerland	Türkiye	UK
Total Chapter Membership	1132	1895	1650	1863	612	446	2522	4943	928	488	4090	1444	2936	1730	720	3820
Chapter Retail Membership	166 15%	283 15%	479 29%	347 19%	180 29%	51 11%	297 12%	769 16%	119 13%	122 25%	642 16%	233 16%	356 12%	210 12%	130 18%	495 13%
Chapter Membership of Men	307 27%	499 26%	336 20%	334 18%	109 18%	111 24%	515 20%	885 18%	204 22%	107 22%	1003 25%	325 23%	653 22%	333 19%	160 22%	711 19%
Largest Member Age Group	Millennials 36.4%	Millennials 31.1%	Millennials 29.2%	Millennials 33.5%	Millennials 40.5%	Millennials 33.6%	Millennials 38.9%	Millennials 65%	Millennials 24.4%	Millennials 41.7%	Millennials 35.1%	Millennials 31.6%	Millennials 32.1%	Millennials 29.2%	Millennials 40.4%	Millennials 28.7%

LEAD Network Europe: how to become a member

1

Go to <https://leadmembers-eu.net/>
or scan the QR code below



2

Click on «request to be a member»

LEAD
Network

Home

Request to become a member Login

The heart of our community

Welcome to the LEAD Network Member Platform

The LEAD Network Member Platform is the central point of our community. Within the hub, you'll be able to sign up to events, access exclusive resources, stay up to date with Chapter news, and connect with fellow members.

Login

Sign up

3

Complete with your data

Request to become a member

* Required fields are marked with an asterisk

First name * Last name *

Professional email *

Professional profile
Company *

Reference
How did you discover LEAD Network?

Captcha
 WLOTEJ

I give consent to LEAD Network to use this information to build a profile when my request is approved. *

REQUEST TO BECOME A MEMBER

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LEAD Network Türkiye

2017 LEAD Network Türkiye Association was Founded



2017-2018 1st Term:

Founding Chair:
Füsun Tavus Mumcu
Vice Chair:
Aysun Zaman

25 corporate partners
186 members

2018-2021 2nd Term:

Chair:Aysun Zaman
Vice Chair:
Ceyda Kaptan

58 corporate partners
780 members

2021-2023 3rd Term:

Chair:Aysun Zaman
Vice Chair:
Ceyda Kaptan

99 corporate partners
1364 members

Total Members: 1400+

Corporate Partners: 102



R / M / SP

Actual Target



Retailers
27% 25%



Manufacturers
52% 50%



Service Providers
21% 25%



74%



% 26

Thanks to our Committees!

Education

Murat Koç
Merve Ada Çekiç
Bahar Gencil Durmuş
Özge Boğa
Meriç Güvensan
Alpan Yazar
Burcu Beyen

Membership

Kayhan Zenginoğlu
Burcu Terzioğlu
Aydan Aydın
Duygu Kaçkoç
Göksel Önder
Gözde Karahan
Eda Togan

Comms & Events

Banu Yaran Kılıç
Banu Köküz
Özer Eray Kozalı
Yılmaz Tokgöz
Merve Coşkun
Ayşe Savran
Zeynep Yıldırım
Yaren Öz
Yeliz Yahşi Bilgiç

Sponsorship

Didem Şekerel Erdoğan
Murat Mutlu
Emek Gizem Meral
Mine Kavukçuoğlu
Murat Mutlu
Bahar Eren Yalın
Gülsüm Orbay
Filiz Bülbül
Seçil Yılmaz
Burcu Erol
Şehnaz Gökaslan
Selvin Seda Çelik
Umay Cansever Tarhan



2024-26

Term

“Organization”

The New Organization

BOARD OF DIRECTORS



Neslihan Nigiz Ulak
Chair
President of the Board La Lorraine Türkiye,
Caucasus & Central Asia



Gaye Narmanlı Sünerli
Vice Chair
Coca-Cola Company, General Manager



Tülin Tarlan
Vice Chair
AOL, Executive Board Member



Murat Koc
General Secretary
Barilla Türkiye, Managing Director/GM



Filiz Bulbul
Treasurer
Dobelin Professional Network,
Founder & Chair



Banu Yaran Kılıç
Board Member
BTK Consultancy & Talent Fund, Consultant
(Corp. Com. & PR, HR, Employee Branding)



Kerem Sinanoğlu
Board Member
Duralcol, General Manager



Sumru Atalay
Board Member
Halcon Türkiye, General Manager



Aslı Yılmaz Aracıoğlu
Board Member
Metro CFO and Board Member



Aysun Zaman
Board Member
Mian Cosmetics and Migrants, Managing Director



Didem Şekereli Erdoğan
Board Member
NIO Türkiye General Manager, Eastern Europe,
Middle East & Africa E-Commerce Leader



Faruk Gözlevli
Board Member
Ulker plants, HR Vice President Türkiye,
Central Asia and Eastern Europe



Armağan Sünerli
Board Member
Procter & Gamble Türkiye, Central Asia and Caucasus
Sales Vice President and Board Member



Ceyda Kaptan
Board Member
Tchibo, Head of Commercial
Coordination & Non-Food Europe



Bilgehan Çevik
Board Member
Unilever, Head of Customer Development at
Unilever Türkiye & GM for Unilever Central Asia



Sevil Kamçı
LEAD Network Türkiye, General Coordinator

SUPERVISORY AND ADVISORY BOARDS

SUPERVISORY BOARD



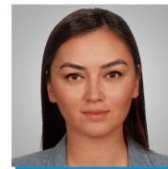
Ahmet Turgut
Supervisory Board Member
Berry Caffeabud, General Manager



Banu Köküz
Supervisory Board Member
Coca-Cola CCI, Group Employee
Relations & Human Rights Manager



Alpan Yazar
Supervisory Board Member
Danone TRNGS Business Services Director,
Executive Committee Member



Gözde Karahan
Supervisory Board Member
McDonald's Türkiye, Legal and Compliance Manager



Esra Elban Somyürek
Supervisory Board Member
Spenglerfor, Senior Advisor, Client Partner



Onur Kandemir
Supervisory Board Member
Watsons Türkiye, Finance Director

ADVISORY BOARD



Evrim Kuran
Founder of Evrim Kuran Consulting
Universum Türkiye Leader



Murat Yeşildere
Senior Partner at Egön Zihinsel


Advisory Board Members



MURAT YEŞİLDERE
Egon Zehnder Senior Partner Turkiye



EVİRİM KURAN
Founder Evrim Kuran Consultancy



2024-26
Term
"Strategy"

EUROPE



Our new strategy



To be the D&I network of choice, building our Partners' capability to accelerate progress towards gender equality within the consumer products and retail industry.

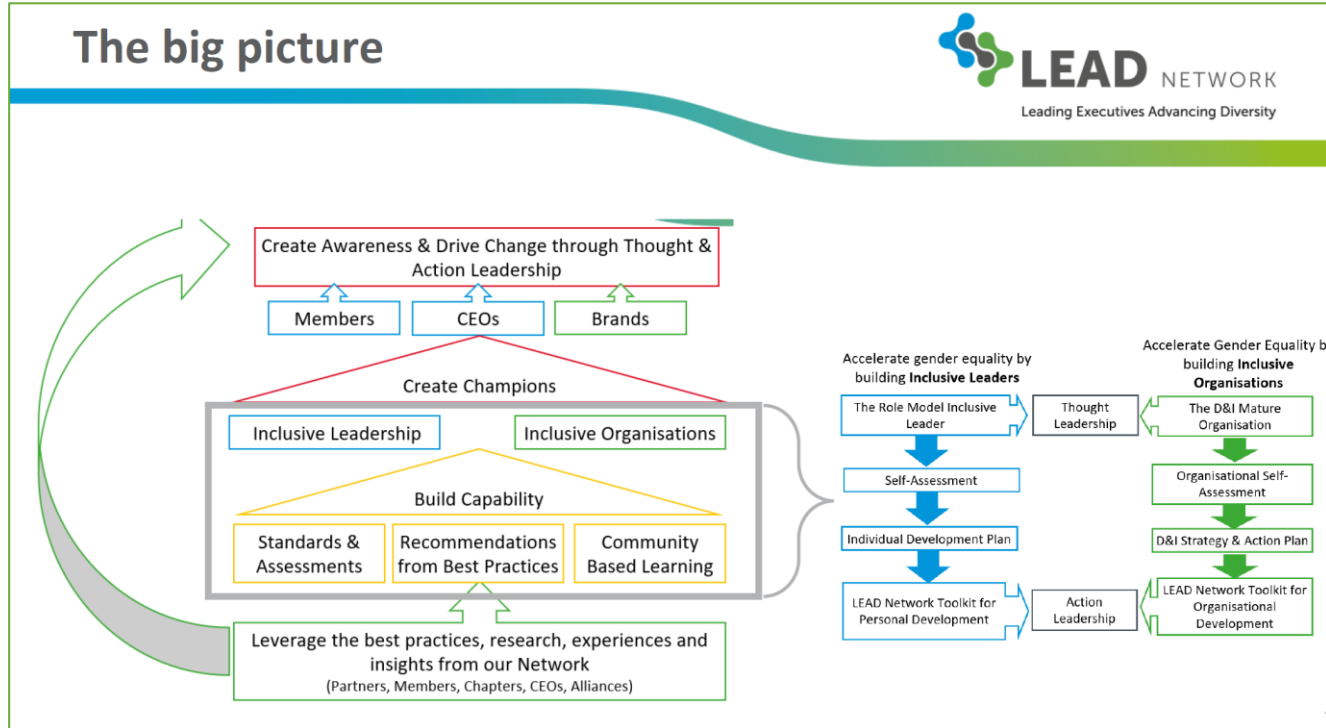
To be the voice of the industry on D&I.

Strategic Pillars



The strategy contains four pillars, which will guide our future activity:

1. **Build a dynamic European network, focused on gender equality and intersectionality**, where our members (both individual and corporate) are committed to actively working for change.
2. **Develop and empower the next generation of inclusive leaders**, both men and women, who will shape the future of their businesses and ultimately our industry.
3. **Strengthen our Partners' capability to reach gender balance** by leveraging the expertise and knowledge from our network and distilling this to create practical guidance, insights and tools.
4. **Unite the industry through thought leadership, campaigns and collective action**, developing a powerful voice for D&I as a business imperative.



2024 Strategic Roadmap Focus

Strategic Vision: To be the D&I network of choice, building our Partners' capability to accelerate progress towards gender equality within the consumer products and retail industry in Europe and to be the voice of the industry on DEI.

	VOICE OF THE INDUSTRY	NETWORK GROWTH & MEMBER EXPERIENCE	PRODUCT DEVELOPMENT	CHAPTER EXPANSION & GROWTH	ENABLEMENT
Strategic Pillars	Unite the industry through thought leadership , campaigns and collective action , developing a powerful voice for D&I as a business imperative .	Strengthen our Partners' capability to reach gender balance by leveraging the expertise and knowledge from our network while offering a member experience that inspires inclusive leadership for all.	Develop and empower the next generation of inclusive leaders , who will shape the future of their businesses and ultimately our industry.	Build a dynamic European network via chapters focused on gender equality and intersectionality, committed to actively working for change .	Enable the Network to deliver all 4 strategic pillars through technology, marketing & brand management, HR, volunteer engagement, and governance support.
Owner	CEO	HEAD OF DEVELOPMENT & MEMBER EXPERIENCE	CEO (with EDUCATION TEAM)	CHIEF OPERATING OFFICER	

TÜRKİYE

What's next for Türkiye: Be the Voice of the Industry

Strong Governance, Sustainable Growth & Integration to Europe Network



From Strong Foundation to Sustainable Growth in Türkiye:

- ✓ Every Board Member Leads one Strategic Priority-Full empowerment and accountability
Supervisory Board Members also play an active role
- ✓ Special Focus on Corporate Members-Member Experience/360-degree Approach
- ✓ Being a trustable solution partner via the Handbook for Gender Equality

Inclusive Leadership: Thought & Action Leadership via utilizing the power of Europe Network:

- ✓ CEO Collective Action Chapter: Special focus on Female CEO development & pipelines
- ✓ 3 Global Chapters to be led locally by the Ambassadors:
Sales, Supply Chain & NextGen to create a bigger impact per sector/per function

Voice of the Industry –Strategic Alliances:

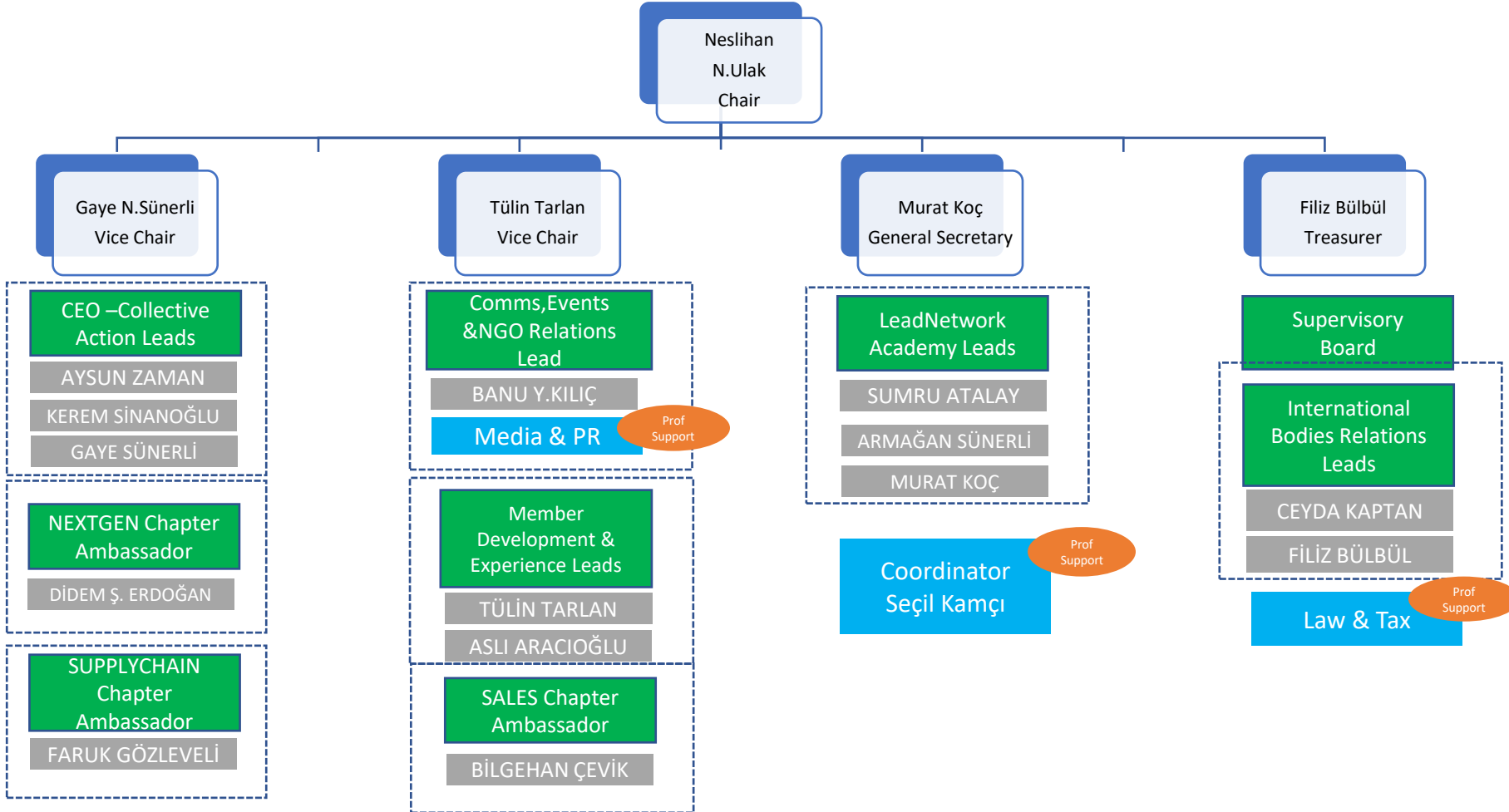
- ✓ Foundation of Lead Network Türkiye Academy: Partnership with Universities (Local & Abroad)
- ✓ Partnerships with other DE&I NGOs & Chamber of Commerces
- ✓ Partnerships and Project Management with International DE&I Bodies (UN,EU,IFC...)
- ✓ Powerful Communication Strategy

Be the Voice of Industry on DE&I : 8 STRATEGIC PRIORITIES



CEO –Collective Action	SUPPLYCHAIN Chapter Ambassador	Comms+Event & NGO Relations	LEAD Network Academy
NEXTGEN Chapter Ambassador	SALES Chapter Ambassador	International Bodies Relations	Member Development & Experience

BOARD OF DIRECTORS



DANONE



BARRY CALLEBAUT

SpenglerFox™

Coca-Cola İçecek

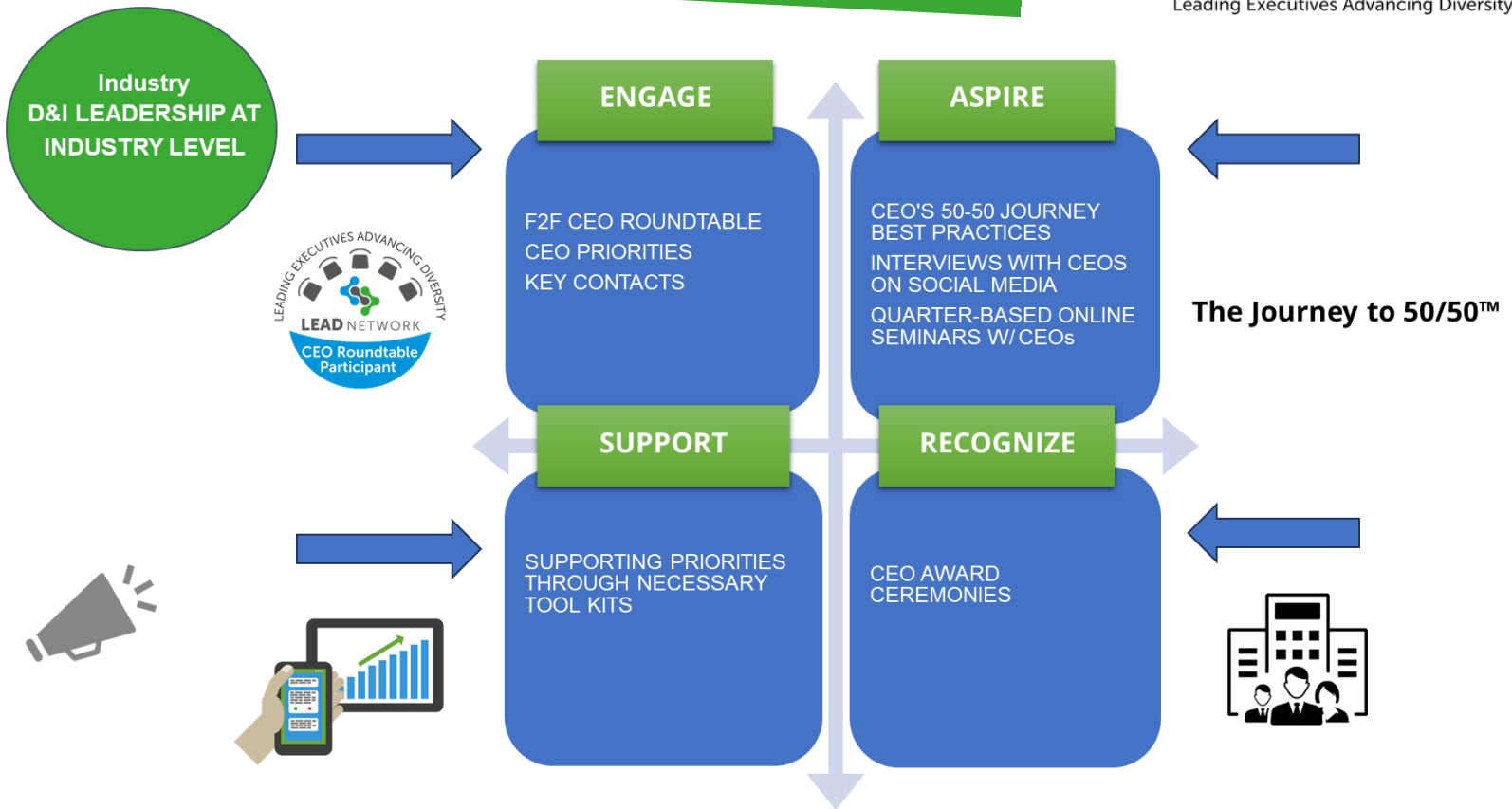
SUPERVISORY BOARD MEMBERS

- ✓ NGO Relations: **Ahmet Turgut**
- ✓ LEAD Network TR Academy: **Banu Kököz & Onur Kandemir**
- ✓ Membership & Law : **Gözde Karahan**
- ✓ CEO Collective Action: **Esra Elban Somyürek**
- ✓ NextGen Chapter: **Alpan Yazar**

watsons

1-CEO COLLECTIVE ACTION

GAYE SÜNERLİ/AYSUN ZAMAN/KEREM SİNANOĞLU
ESRA ELBAN SOMYÜREK





THE INTERSECTION OF GENERATION & GENDER

What women care most about @work

Flexibility
(hybrid & remote work)

Wellbeing

An inclusive culture free from microaggressions

Advancement without headwinds

What NextGens (Millenials+GenZ) care most about @work

Flexibility
(hybrid & remote work)

Wellbeing

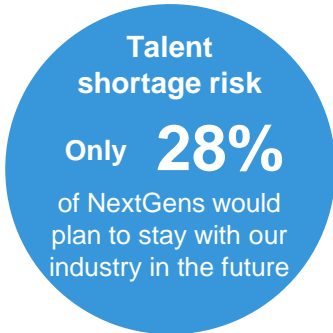
A visible diverse workplace & inclusive culture

Advancement, growth & impact

Autonomy

Purpose / Social responsibility

Is it really that urgent?



We need a change in the industry to attract, retain & advance NextGen talents

NextGen Talent Club

- Peer connection and networking
- Upskilling NextGen for growth

Leadership for Growth

- Awareness & Education
- Leading and managing NextGen

Industry Impact for Social Good

- Thought leadership

Supply Chain Chapter Priorities in Lead Network

1- Thought Leadership in Supply Chain Innovation

*Implement / establish platforms for knowledge sharing and collaboration among supply chain professionals to drive continuous improvement. (Sharing best practices among our companies to foster a holistic perspective, hosting speeches by female supply chain leaders to listen their perspectives etc.)

*Create a local chapter group within the company to accelerate action, facilitate diverse perspectives in planning, and leverage our community. (done for Pladis, 3 female colleagues have been selected for the local group/we will implement it all across our partners)

2- Strategic Alliances for Supply Chain Excellence

*Establish the Lead Network Türkiye Academy partnership with universities, both locally and abroad, to provide specialized training and education in supply chain management / special focus on leadership competencies

Women Representation in Sales is Important because...

Although sales teams constitute the largest workforce, women representation stands at only 24%* (FMCG Türkiye)

Companies with higher gender diversity, in general, are 15% more likely to have higher profit**

Women are performing better than men* 😊 %5 more likely to close deal compare to men**

We will focus on these top three pillars

Awareness

Attract

Retain

We will start by building a community and start sharing...

**NOW
HIRING!**

Communications:

- ✓ Powerful Communication Strategy
- ✓ Increasing awareness and visibility of LEAD Network via all media channels

Events:

- ✓ Existing events will continue (breakfast, workshops, conference, CEO Roundtable)
- ✓ Chapter events will also be initiated (Sales, Supply chain & NextGen to create a bigger impact per sector/per function)

NGO Relations:

- ✓ Partnerships with other DE&I NGOs & Chamber of Commerces
- ✓ Project Management with NGOs about DE&I



**GENDER EQUALITY AS AN ACCELERATOR FOR
ACHIEVING THE SUSTAINABLE DEVELOPMENT GOALS**

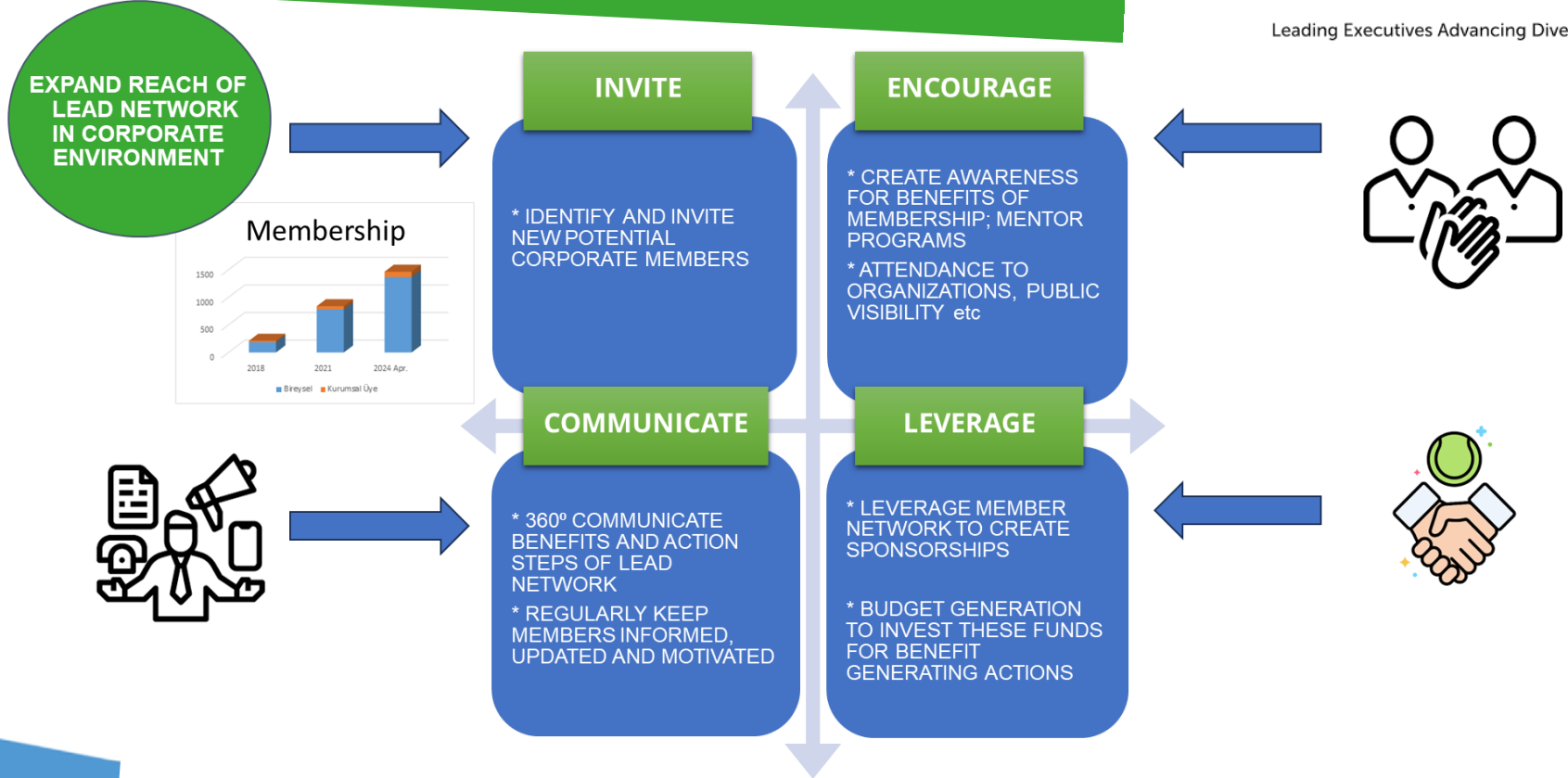


PROJECT PARTNERSHIPS AND DEVELOPMENT

UN Women coordinates private sector partnerships and male engagement

- The global solidarity movement HeForShe
- Women's Empowerment Principles (WEPs)
- Unstereotype Alliance

7-MEMBER DEVELOPMENT & EXPERIENCE: TÜLİN TARLAN/ASLI ARACIOĞLU GÖZDE KARAHAN



Be the Voice of Industry on DE&I

LEAD Network Türkiye Academy

LEAD network Türkiye Academy creates and continuously improves tools to support LN's main vision. The Academy's ambition is to create the right tools to reach all members of LN while supporting them to become DE&I ambassadors in FMCG & Retail.

"Creating Awareness and guiding on DE&I"

- Handbook for Gender Equality
- Trainings & Webinars

"Supporting Personal Development"

- Signature Tools such as Mini-MBA etc.

"Learning from each other"

- LEAD to LEAD Mentorship Program

"Thought Collaboration"

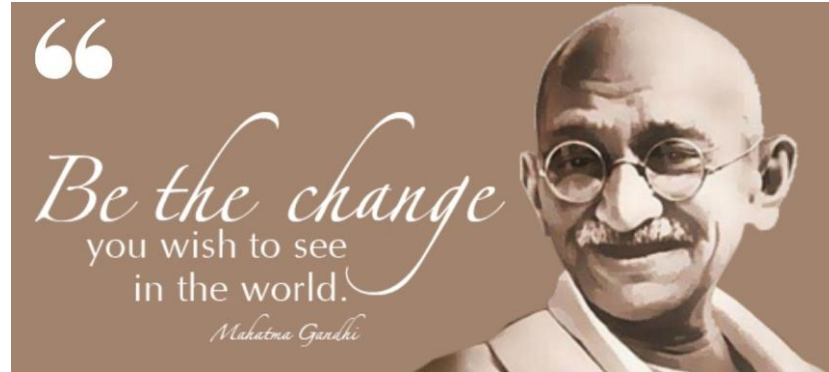
- Partnerships with Universities



Hearts & Minds | Volunteer Efforts



NEXT STEPS: #doingnottrying



Hand in Hand
for
50=50!

50=50
İÇİN
EL ELE!



LEAD NETWORK

Leading Executives Advancing Diversity

Q&A

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Thank You!