

Sustainable & Integrated Sourcing in Juice Business”

Aslihan G. Kaya,

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Aslihan Kaya graduated from Middle East Technical University, Department of Business Administration in 2001 before starting her career as a business consultant in AT Kearney.

After joining to Unilever as a Marketing Professional she has been specialized in management of globally recognized brands. She held various managerial positions in foods marketing; responsible for the brand building activities and development of consumer and shopper strategies. Her food marketing background gave her access to the fruit industry in Anadolu Etap. Since 2015, she has been responsible for the marketing strategies of Anadolu Etap; launched the first fresh fruit brand of Turkey, developed the marketing and corporate communications roadmap of the company and works for the further improvement of the industry.

She is also a marketing lecturer in one of the reputable foundation universities of Turkey for the last 5 years and will gain her degree as an “Integrative Nutrition and Health Coach” from Institute of Integrative Nutrition, USA in October 2018.

She is married with 2 kids.