

## Turkey: Arzu İrez

**Location:** Istanbul  
**Nationality:** Turkish  
**Languages:** Turkish / English



Arzu is a highly experienced trainer, designing and delivering a wide range of programmes to a variety of business sectors in both Turkish and English. Over the last decade or so she has provided training to over 200 companies and 10,000 participants. An increasing number of Arzu's training and keynote sessions are provided for international management teams and besides working in Turkey, she has also worked with clients in Dubai and Albania.

An experienced coach, working with senior management, Arzu has also worked as a management consultant and brings wide-ranging 'real life' experience to all her client engagements.

Arzu began her business career mainly working as a marketing manager for multinational FMCG companies. Now she specialises in helping people and organisations improve their skills, processes and objectives, creating change through her work both with teams and on a one-to-one basis. She works with international companies in adapting their global programmes to local needs or preparing global 'train the trainer' programmes in line with their requirements. She delivers these programmes in Turkish, English or bilingually if required. She also undertakes assessment programmes and one-to-one coaching.

### Specialisms include:

- Sales and marketing
- Assertive communication
- Emotional intelligence
- Effective leadership
- Time and stress management
- Conflict and change management
- Affecting and influencing people
- Problem solving and decision-making
- Negotiation
- Assertiveness
- Customer service
- Delegation
- Coaching
- Resilience – dealing with difficulties
- Dealing with Generation Z
- Presentation skills

### Clients include:

- Unilever • Reckitt Benckiser • General Electric • Pfizer • Roche • Bayer • Novartis • Glaxo Smith-Kline • Generica • Johnson & Johnson • L'Oréal • Clinique • Oriflame • BASF • Shell • Total • BP • Opet • Philip Morris • Cannon • Coca Cola • Adidas • Toyota • SAP • Microsoft • Goodyear • Pirelli • Ford • Mercedes Benz • Accenture • Mitsubishi • Panasonic • Arçelik • Bosch BSHG • Tefal • Doğan Holding • Borusan Holding • Kibar Holding • Polat Holding • Nestle • Carrefour • Radisson Blu • Johns Hopkins • BNP Paribas • Bank Pozitif • Nokia-Siemens • Smith&Nephew • Marks & Spencer • Atlas-Copco • Weir Services • TFK Bank • Alstom • Mobiltel • Tur-Assist • DD Mortgage • JLL • TÜV-Rheinland • TRT World • Digiturk, etc, etc, etc

### Qualifications include:

- Accredited trainer of Blanchard International
- BA – Business Administration (Bosphorus University)
- Graduate – Science and Maths (Austrian College)