

## » Newsletter International

Turkey



- » [Greeting](#)
- » [Team, Competencies](#)
- » [News](#)
- » [Kienbaum in the press](#)
- » [Impressum](#)

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## Greeting

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### Greetings from a sunny Istanbul!

**Dear colleagues,**

As the youngest office (now 8 months), we are happy to be part of the Kienbaum Consultants International organization and are eager to enhance our corporation across the network.

As one of the fastest growing economies in OECD countries (with an annual average growth rate of 6.7 percent between 2011- 2017), Turkey is an important economic Partner of EU countries led by German companies.

The population, 76 million in total with an average age of 29 is a growth market for international businesses and has become a hub for production and regional management over the last decade due to its location and closeness to CIS, Africa and the Middle East.

Germany is the number 1 FDI in Turkey with more than 2000 companies being active in the local market and is Turkey's biggest trade partner. Turkish exports to Germany were worth 13,9 billion \$ in 2011 and this figure increases each year. The business and social communities' collaboration have been strengthened over the last years and recently, 11 lawmakers of Turkish origin have been elected to the German Bundestag, the country's lower house of Parliament, following the nations general elections on September 22, 2013.

I believe that this positive atmosphere will enable our office to strengthen and grow over the coming year with the support of our network of offices in Germany and internationally.

It is our ambition to introduce the entire portfolio of Kienbaum services including Management Consulting (KMC) and Executive Search (KEC) in the Turkish market. This integrated approach will allow us to differentiate from the competition and to ensure a much stronger positioning where the Kienbaum name is not yet known.

Our first effort in this area was the breakfast meeting we had with Dr. Harald Proff in June, representing the capabilities of the KMC team in the Automotive industry.

We are looking forward to work across our practices and businesses and would welcome you to Turkey should your clients have needs in this part of their businesses.

With best regards,

Leyla Spencer

## Team

Our team in Istanbul currently consists of 4 colleagues:

- » Leyla Spencer (Managing Director)
- » Hasan Bosnak (Principle)
- » Aslin Boynuinceoğlu (Office Manager)
- » Aslı Gungor

We are based in a Regus office and thanks to their great team, we enjoy additional admin support for many of the daily activities in the office.



The picture was taken at the Automotive Breakfast Event in Istanbul with Dr. Harald Proff as our guest speaker.

## Competencies of the team

### Leyla Spencer

Managing Director

- » Leyla has more than 22 years of international business and management experience having worked in the Professional Services, Human Capital Solutions, Executive Search, Healthcare and Textile industries. Leyla started her career in marketing & sales followed by management roles in the professional services industries.
- » Since 1998, Leyla has focused on Executive Search and Human Capital Solution, Leadership development and assessments conducting projects across Turkey, CEE, ME and emerging markets.
- » She has conducted more than 400 executive search and HR projects across all sectors, but has in particular focused on companies in the Consumer, Technology, Industrial and Life sciences.
- » During the past 6 years, she has also held international managerial responsibility for SpenglerFox Executive search as Global Operations Director across 16 countries.
- » In January 2013, Leyla was appointed a Managing Director of Kienbaum to start up the business in Executive Search & HR Consulting in Turkey.
- » Leyla holds a BA in Business from the Boğaziçi University and is a graduate of the Deutsche Schule Istanbul. Having dual citizenship, Leyla is both British and Turkish from her father and mother roots. Leyla speaks fluent English, Turkish & German.

### Hasan Bosnak

Principle

- » Hasan Bosnak is Principal at Kienbaum Turkey.
- » Hasan has experience in national and international executive search and recruitment projects in Turkey, Middle East and South Europe and sourcing candidates globally in the fields of Industrial Manufacturing, Engineering, Energy, Chemicals, Life sciences, Retail, and Building & Construction.

- » Hasan has a background working in executive search, assessment & development centers and outsourcing for a variety of Turkish, German, French and US American companies, with a focus on technical, sales & marketing, medical, supply chain and finance positions.
- » He started his career in 1996 in a local recruitment agency and after 2 years moved to KRM, a local agency which was later on acquired by the Vedior group (now Ranstad). For more than 5 years, he was focused on Search & Selection and Outsourcing for a large size portfolio of local and international companies in various industries.
- » In 2003 he joined SpenglerFox Turkey, an Irish/UK originated Executive Search Company focused on emerging markets. During his nearly 10 years of employment, he was responsible for developing and leading projects in Industrial Manufacturing, Life sciences, Energy, Supply Chain & Logistics, Chemicals and Technology. His last role was the Practice Lead of Industry & Manufacturing in Southern Europe and Life Sciences in Turkey. Hasan joined Kienbaum in May 2013.
- » Hasan holds a BA in English Language & Literature from Boğaziçi University in Istanbul. Hasan lived in Germany for more than 7 years, where he graduated from the Primary and Secondary School.
- » Hasan is a Greek citizen and speaks fluent Turkish, English, German, and Greek.

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**Aslı Gungor**  
Senior Associate

- » Aslı Gungör is a Senior Associate at Kienbaum Istanbul.
- » She has deep market knowledge in national and international executive search, recruitment and management consultancy projects in Turkey, Europe and the Middle East. Her focus has been on providing human resources consultancy to clients and supporting candidates to reach their career goal. Her expertise where she actively has conducted projects can be summarized in the following sector practices: Manufacturing (Automotive, Machinery, Fastening, Laboratory Instruments, and Paper & Packaging), Fast Moving Consumer Goods (Consumer Goods - Food and Beverage Categories - Luxury Goods, Electronic Goods, and White Goods - Durable and Non-Durable Categories), Energy, Metal & Mining, Building, Building Materials & Construction and Pharmaceutical.
- » Since 2007, Aslı has been involved in executive search, recruitment and management consultancy projects for Arabian (U.A.E. and Saudi Arabia), Austrian, Canadian, French, German, Italian, Maltese, Turkish and US American multi-national companies, with a focus on selection and placement of professionals for executive level management and middle management positions.
- » Prior to the consulting industry, Aslı started her career in tourism industry where she worked for 6 years as an international hotelier in the U.S., Canada and the Middle Eastern regions. She worked exclusively for new openings and conceptual changes for 5+ star international chains & investment companies in operations and business consultancy. She is a graduate of Bilkent University, Ankara and holds a B.S. degree in Tourism and Hotel Management.
- » Having dual citizenship, Aslı is both Turkish and German from her father and mother roots. She speaks fluent Turkish, German and English.

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## News

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### Automotive Practice Group Breakfast Event



For more information:

[leyla.spencer@kienbaum.com](mailto:leyla.spencer@kienbaum.com)

On our last global practice group day April 11<sup>th</sup> 2013, we decided to start alternative ways to reach out to (new) clients. One proposal was to start a series of business breakfasts in important automotive markets to share with the local community that Kienbaum is active in this area. Two and a half months later, on the 28<sup>th</sup> of June 2013, the Istanbul office and the Kienbaum Global Practice Group Automotive hosted a Business Breakfast at the Mövenpick Istanbul Sky Lounge to 35 senior decision makers from the Turkish automotive industry.

The local managing director Leyla Spencer welcomed the group of managers and introduced the Istanbul Office. Dr. Harald Proff presented the results of a survey and client work focusing on the future steering of the multinationals and the implications for important markets like Turkey. We also presented our latest experiences on retention and plant ramp-up management, which we found of particular importance for the BRIC (Brasil, Russia, India, and China) and MIST (Mexico, Indonesia, South Korea, Turkey) countries over the last years.

Guests included General Managers /CEO's from companies such as Bosch, Manheim Borusan, AKG group, Magnetti Marelli, Maxion wheels, TRW, CMS, Assan Hanil Steel & Alloy. This event provided an excellent opportunity to discuss current issues, to network with other industry professionals, and to introduce the Kienbaum Consultants International capabilities to a wider audience. We are rigorously following up discussion topics on e.g. after sales topics or search.

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### Speech at the Zukunft Personal Conference

For more information:

[leyla.spencer@kienbaum.com](mailto:leyla.spencer@kienbaum.com)

On the 19<sup>th</sup> of September Leyla Spencer, Managing Director of Kienbaum in Turkey, attended the Zukunft Personal Conference and gave an overview of the Turkish "talent market" in her presentation "The War for Talent in the Turkish Market". Based on population surveys in the HRM Expo's partner country, Leyla underlined the importance of employee engagement and employer attractiveness. Representatives of companies that are already active in Turkey, or that plan to be in the future, attended the seminar to find out what Turkish workers value the most, and how businesses can manage these expectations – for example in terms of wages and salaries. Turkish and multinational companies based in Germany also received suggestions on how to improve their human resources – especially when networking with colleagues.

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## Kienbaum in the press

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### TURKISH DAILY NEWS

#### German firm has new office in Turkey

ISTANBUL

German human resources consultancy company Kienbaum Group has reinforced its European presence with the launch of the company's new Istanbul offices, headed by experienced consultant Leyla Spencer.

Spencer will be the managing director of the expanding regional business in Turkey.

"She is the perfect choice since she knows the Turkish labor market inside out and will bring in many invaluable contacts to expand our Kienbaum network in Turkey," the company said in a written statement. The new manager said this is the natural choice for her life and career, as the company is the symbiosis of traditional management consulting and expertise in human resource management consulting with extensive and in-depth knowledge of the industry. ● HDN

### Launch of the Istanbul office

The Turkish Daily News reported on the launch of the company's news Istanbul office and on the new managing Director, Leyla Spencer.

### Bloomberg Businessweek

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### Harald Proff - Bloomberg Business Week

The Bloomberg BusinessWeek Turkey has recently interviewed Dr. Harald Proff, Head of the Kienbaum Practice Group Automotive, at the first Kienbaum Business Breakfast in Istanbul, where the new office was presented and the local activities of Kienbaum in Turkey were demonstrated. One of the core questions of the interview was how BRIC and MIST countries can become able to attract automobile producers. You can find a short English summary of the interview [here](#).

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## Impressum

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### Kienbaum Executive Consultants

Büyükdere Cad No 193 Kat 2  
34394 Levent Istanbul  
Turkey

Fon: +90 212 3714-671  
Fax: +90 212 3714-600

[istanbul@kienbaum.com](mailto:istanbul@kienbaum.com)  
[www.kienbaum.com](http://www.kienbaum.com)

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**Contact person:**  
Leyla Spencer  
[leyla.spencer@kienbaum.com](mailto:leyla.spencer@kienbaum.com)