



**PROF. DR. EBRU TÜMER**

**ASELSAN INDEPENDENT MEMBER OF BOARD OF DIRECTORS**

Ebru TÜMER was born in Adana in 1973 and completed all her education there until her university education. She completed her undergraduate education at Istanbul University, Faculty of Economics, Department of Economics in 1994, and started her graduate education at Gebze Institute of Technology in the same year. TÜMER started to work as a research assistant in the same university in 1996 and received the title of Doctor in 2002 by completing her Ph.D. in Business Administration. For a certain period of her graduate education she has been at Northeastern University in the USA for academic research. TÜMER received the title of Associate Professor in 2009, and became a Professor in 2015. She has been working as a Marketing Professor at the Gebze Technical University (GTU), Faculty of Business Administration.

Her expertise and research interests lie in the area of strategic marketing management, sustainable and social marketing, integrated marketing communication, strategic brand management, and consumer behavior. Professor TÜMER published numerous papers in international journals including high-impact journals such as Journal of Business Research. Besides, she contributed the Turkish literature by national papers. Professor TÜMER also wrote chapters in some national and international books and participated in a large number of national and international scientific conferences. She currently lectures on the undergraduate, Masters and Ph.D. level courses and teaches marketing management, marketing communication, and consumer behavior.

In addition to her work in the field of marketing, Professor TÜMER leads various activities within GTU to develop the entrepreneurship ecosystem. In this regard, she worked as a coordinator in the project “Creation and Execution of Entrepreneurship Certificate Programs in Universities” within the scope of Capacity Building for Innovation and Entrepreneurship Grant Programme supported by TÜBİTAK. Besides, since 2018, Professor TÜMER has been the member of TOBB Kocaeli Women Entrepreneurs Council. Recently, within the scope of sustainability research, she has been coordinating a research project titled “Exploring the Barriers to Individual Recycling Behavior” which is supported by the TÜBİTAK 1001 program.

During certain periods of her career, she held various administrative positions in GTU, such as Dean of Faculty of Business Administration, Associate Dean of Faculty of Business Administration, University Board Member, University Senate Member, Academic Promotion and Evaluation Board Member, Human Research Ethics Committee Member, Social Sciences Institute Board Member.

Prof. Dr. Ebru TÜMER has been serving as an Independent Member of Board of Directors since the Extraordinary General Assembly Meeting held on September 22, 2023.

Professor TÜMER, who speaks English fluently, has two children.