



Gülsün Zeytinoglu

Consultancy and Coaching experience

Prior to creating her own training, consulting and coaching company, Gulsun worked for IBM for 10 years. Her work in IBM included training and coaching the new hired sales people in EMEA region for more than 4 years.

Gulsun works in association with SWAN Consulting, and coaches individuals, relationships, and teams. Her fulfilment comes from contributing and witnessing the growth of her clients' in reaching their potentials and becoming purposeful leaders. She believes in the impact of holding the individuals and the relationships creative, resourceful, and whole. In addition to her coaching practice, she also develops, designs, and delivers her own programs focusing on leadership development, relationship management, and effective communication skills. Gulsun is leading coaching training courses in Europe, Middle East, Far East, and South Africa. She is also a supervisor for CTI's coaching certification program.

Line management experience

In the 10 years she worked for IBM, her main focus was on sales, project management, and skills management in addition to the coaching and development for new hires. She was exposed to several multicultural circumstances where her adaptability and positivity was highly valued, and celebrated.

As one of the founding partners of Zeytinoglu Biomedical Company, she also served at the board of directors for 4 years where she created and learned a lot around doing business with multiple parties.

Since 1995 she teaches at several graduate programs at selected universities in Istanbul. She is a conference speaker, and her articles have appeared in business magazines. As a founding and board member of Women Entrepreneurs Association (KAGİDER) in Turkey, she has developed training and mentoring programs for the development of women's potential.

Background

Gulsun has studied Biology at M.E.T.U that was followed up by a Master's Degree in Biomedical Engineering. She then moved on to Business Administration for her PhD. Gulsun also completed NLP Master practitioner and trainer programs at NLP University in California. She was among the first participants studying expressive arts therapy for 3 years with Lesley Collage faculty in Istanbul. As a graduate of Co-Active Coaching Certification and Leadership programs, she holds a PCC accreditation by the International Coach Federation.