



Samet Ensar SARI / Senior Consultant, Altavia Group

He has been the co-founder of **Dekatlon Buzz**, the first social media digital agency in Turkey, which won many awards, including **Cannes Lions**. **Altavia**, Europe's largest retail-oriented marketing group, acquired the majority shares of Dekatlon Buzz in 2016, taking into consideration the 1900% growth that the agency has achieved in parallel with its business model, services and success stories it has created as from its foundation year until its 6th year.

Samet Ensar SARI became a member of **European Steering Committee** of Altavia Group and assumed the role of General Director of **Altavia Dekatlon**, a new generation marketing agency formed by the merger Altavia Turkey and Dekatlon. He is currently active in business life as an angel investor, as a **senior consultant** affiliated with Paris office of the Altavia Group and as a managing partner of Turkey's first personal branding agency StalkMe.

In addition to contributing to digital programs at various universities in the academic community, he is currently working as a lecturer at **Medipol University**, teaching undergraduate students to transfer his knowledge and experience to new generations.

Within the framework of international organizations organized by **Adecco Group**, he was included as a "Talent Champion" from Turkey in the list of **"Top CEE Entrepreneurs"** published in 2019. In the **TEDx** event of Bahçeşehir University, to which he was invited, he gave a speech with the theme "Protect Your Channel". As a speaker from Turkey, he joined Global Entrepreneurship Congress in Milan, European Confederation of Junior Enterprises in Coimbra and Slush in Finland. He won awards from the most prestigious organizations of the world of marketing and communication, including European Excellence Awards, Adobe Travel Marketing Awards, Digital Age Awards. He is a volunteer member of advertising evaluation board of **the Economist** Magazine and the Mentor staff of **Türk Telekom Pilot** program. He was a member of the jury for two terms in New York-based **Cresta International Advertising Awards**.

While he is actively taking responsibility in **Türkiye Bilişim Vakfı** (*Turkish Informatics Foundation*), he is one of the co-founders of Turkish Branch of the Institute of Industrial Engineering. He is one of the dream partners and active executives of **Başlangıç Noktası** (*Starting Point*) platform, inspired by Mr. Faruk Eczacıbaşı's book "Daha Yeni Başlıyor (*It has just started*)".

In accordance with his special interest in the **Blockchain** technology, he was awarded an **MBA** degree from Bahçeşehir University for his thesis, which is the first thesis in Turkey on Blockchain and social media technologies. His article on retailing and blockchain in English was published in Altavia Watch and his **article** in Turkish entitled "Sosyal Medya'nın Blockchain ile Dönüşümü" (*Transformation of Social Media with Blockchain*) was published in Mühendislik ve Teknoloji Yönetimi Zirvesi (Engineering and Technology Management Summit).

He is a graduate of **İstanbul Erkek Lisesi** (*Istanbul Boys' High School*). He graduated from **Bilkent University** Department of Industrial Engineering with a scholarship and a high degree, which earned him the status of an honor student.

He is the father of Can Atlas and the husband of Billur.