



## Arzu İrez

Born in 1966, in Istanbul, Arzu graduated from Austrian High School and completed her B.A. from Boğaziçi University in Istanbul, in Business Administration.

She started her professional career in sales department of Procter & Gamble in 1988. After working as a Product Manager in NCR and as a Product and Group Manager at Wella (P&G), she joined Yataş A.Ş. as a Marketing Manager in 1998. From 2000 to 2002 she acted as a Marketing Director for Doğuş Group – Uno Ekmekleri until leaving the company to establish her own food company. After 5 years of a successful entrepreneurship experience she sold her company then continued her career as a trainer and a consultant.

Since 2007 she has been delivering trainings on leadership, sales, marketing, negotiation, communication, coaching, customer satisfaction, emotional intelligence and managing Y generation. She joined Blanchard Turkey / Yönetim Geliştirme Merkezi in 2016 as a senior trainer and consultant.

Arzu speaks English, German and Dutch.

**Blanchard®**  
TURKEY

### Testimonials

*“The most impressive thing about SLII® is that it clearly shows how to implement it in our lives. The course duration was enough. The examples/experiences from her own life facilitated us to accept the content easily. Her outstanding performance made the purpose of the training clear. I highly recommend this course for every manager.”*

*Değer Tankut – Director  
Simeks Tıbbi Sistemler*

*“The trainer knows the content very well and she is inspiring. The duration for the training is enough and it definitely accelerated my self-consciousness.”*

*Eda Şahin Çeliker – Deputy Training Manager  
Aram Kargo*

*“The trainer knew the subject very well and she used the appropriate leadership style for our development level on the matter. Therefore we experienced it both in-class and on-the-job. Our self-consciousness is increased.”*

*Alim Fatih Kılınç – Operation Manager  
Sanem Plastik*

*“She made the content very enjoyable. I didn’t even understand how the two days passed. It was very useful with lots of skill practices and interactive structure.”*

*Tarcan Kiper – CEO  
Augmea Simulation Technologies*

*“I’ve been a manager for a very long time but still, I learned many new things here and now I know that these are going to be very useful for me. What is striking about this course is that it’s like a formula. You can use it to detect and solve the problem.”*

*Rana Eken – Adidas Sourcing Country Manager  
Adidas Sourcing*

*“Arzu is an experienced trainer that I received training in other subjects before. She has a good grasp of the program and was very successful delivering it. Her tone and sense of humor kept the interest alive. All the examples she has given and her own experiences she has shared, increased the impact of the training. The time was enough. I believe this training is going to contribute to my business life.”*

*Hatice Öncel – CEO  
Selçuklu Holding / İlko İlaç*