

Dr. CÜNEYT EVİRGEN

Cuneyt Evirgen is the Director of Executive Development Unit (EDU) at Sabancı University and also a practice faculty member in the Sabancı Business School. Dr. Evirgen holds BSc degrees in Electrical Engineering and Mathematics (double major) and MBA degree from Bosphorous University, Istanbul, Turkey and PhD degree in marketing (with minor in international business) from Michigan State University (MSU), Michigan, USA. His responsibilities cover management of custom and open enrollment programs in executive as well as professional non-thesis graduate programs at Sabancı University.

Dr. Evirgen specializes in Marketing Strategy, Retailing and Marketing Research in addition to Executive Education. He started his market research studies and consultancy work at IBC (International Business Centers) at Michigan State University. He was the General Manager and Board Member at Bileşim International Research and Consultancy Inc. in Turkey (now part of GfK Inc. and Nielsen Media Inc. companies) during 1994-2002 and coordinated more than 1,000 research projects for over 100 firms in Turkey, Caucasia and Central Asia through subsidiary companies formed. During 2003-2004, he was a lecturer at Koc University and Sabancı University and the Director of the Professional Retailing Training and Consultancy Program at Sabancı University. Since 2004, he has been the Executive Director of the Executive Development Unit (EDU, www.edu.sabanciuniv.edu) at Sabancı University (EDU is ranked 55th in Financial Times Executive Education Custom Programs 2020 Global Ranking).

Dr. Evirgen also continues to teach in professional custom executive education programs offered by EDU and in the Executive MBA, Professional MBA, full-time MBA and BA in Management degree programs at Sabancı University. He has over 4,000 hours of teaching experience with professionals and executives in areas of marketing strategy, retailing, brand management and competitive strategy in both degree and nondegree programs. Dr. Evirgen has also authored many academic and trade journal articles, book chapters, and company cases, delivered many speeches at various panels and conferences and is a jury member in a number of industrial competitions.

Dr. Evirgen, is also currently an Independent Board Member at Teknosa Inc. (www.teknosa.com) which is listed in the Borsa Istanbul Stock Exchange. He was also a Board Member during 2005-2012 and Vice President during 2012-2018 at Teknosa Inc. He has been an Independent Board Member at Cilek Mobilya Inc. (www.cilek.com) and at Carrefoursa Inc. (www.carrefoursa.com) during 2012-2018. He is an Advisory Council and Discipline Council Member at Turkish Researchers Association and PERYON Congress Advisory Council Member. Dr. Evirgen has also been the academic consultant of the Retailing Sectoral Assembly of the Union of Chambers & Commodity Exchanges of Turkey between 2007-2021. He has received the Outstanding Alumni Achievement Award given by Michigan State University Eli Broad College of Business in 2010 due to his accomplishments.