

WDO President-Elect Recommendation Letter

October 9 2023

Dear WDO Members,

I am writing to express my strong support for Sertaç Ersayın's candidacy for WDO President.

Sertaç has been an incredible colleague, friend and mentor since the founding years of ATÖLYE 10 years ago. As we grew our strategic design and innovation consultancy alongside a creative community to its current scale of 60 team members and 250 community members, he has always helped us in critical inflection points and connected us to practitioners from around the globe. Most importantly, he always acted with generosity and a long-term lens. It is safe to say that he played an instrumental role to us joining the kyu collective, and my board membership at IDEO.org in an indirect way.

Beyond our immediate relationship, it is without a doubt that Sertaç is a respected designer, innovator and leader who has made significant contributions to the development of design in Turkey and around the world. Sertaç has worked as a C-level executive at prestigious companies such as Koç Holding and Kale and contributed to their design-led transformation. He is a founding member of Design Türkiye and Türkiye Tasarım Haftası, two essential design organizations across the region. He is a recognized leader in the international design community - with a firm belief that design can create change in a variety of areas, including business, academia, social networks, creative industries, and design councils.

His particular focus in bridge-building across geographies, disciplines and sectors, with a distinct passion for youth, can be an incredible asset to WDO's future trajectory. I fondly believe that Sertaç will lead WDO in its efforts to make design more accessible to a wider audience.

I empathically recommend Sertaç for WDO President, and I wish him all the best in his candidacy.

Sincerely,

Engin Ayaz
Co-founder, Co-CEO, ATÖLYE
Board Member, IDEO.org
Director, kyu collective

