



Eray Sertac ERSAYIN,

WDO President – Elect Nominee, 2023-2025

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The leading role of design and sustainability, membership focus strategies, UN SDG's, young designers, new fund raising projects and many others will be one of my focuses. Having places in many member events and in different regions of the world showed me the importance of member events and how they are inspiring and important for WDO communities and societies.

The power of design is always inspirational as a change maker. Leadership role of design is getting more influential at any level of any business scale. Because design leads all the cycles in more humanistic way.

Designers are becoming natural ambassadors of products and product life cycles. This is also another focus for me to position UN SDGs as design criteria at any design cycles globally.

Leading role of design will help all of us to understand more about the real needs of tomorrow, considering new techs, circular economy, ai, ux and many other developments.

Design is a humanistic and planet-respecting journey from yesterday to tomorrow. I passionately love this never-ending journey for 35 years.

Hope you support me to design for a better world together.

PROFESSIONAL EXPERIENCE

- Founder of re/form/ist (Design Strategies, Development and Management Consultancies of large scale companies and SME's)
- VP Design & Innovation (CDO- Holistic Bathroom, Furniture, Ceramic & Tiles, and products of bathroom space at Kale)
- Far East & Design Director (Household appliances and white goods at JV HK & China, at Koc Holding)
- Design Director (Heating and A/C products, white goods, household appliances, ovens at Koc Group of Companies)
- Jury memberships : Numerous international design competitions such as IF Design Award, Good Design Japan, Design Intelligence Award, CII Design Award, Design Türkiye, Design Management Europe Award, American Architectural Award, Shenzhen Industrial Design Award and many others.

PRESENT OCCUPATION

- WDO Board Member and Treasurer (2022-2023)
- Founder of re/form/ist (Design Strategies, Development and Management Consultancies of large scale companies and SME's) (2016 –)
- Independent Executive Board Member (Design, strategy and management) (2016-),
- President, Creative Industries Council & Istanbul Creative Industries Hub,(2019-)
- President & VP, Industrial Designers Society of Turkey (2014-)
- VP, Life Sciences and Health Informatics Association (2019-)
- Board Member, Scale up ventures, The Ecosystem Companies (2023–)
- Part time lecturer, Medipol University (2016-)
- Part time lecturer, Kadir Has University (2017 -)

EDUCATION

- Bachelor of ID, Faculty of Architecture, METU, Ankara, 1988
- Strategic Management, Coaching & Leadership Executive MBA, Koc University, Istanbul, 2007

LANGUAGES

- Turkish
- English
- Italian

MY VIDEO

[2023-2025 WDO President-Elect Nominee Sertac Ersayin - YouTube](#)

MY VIDEO ON CHINESE INTERNET PLATFORMS

[2023-2025 WDO President-Elect Nominee Sertac Ersayin \(xiaohongshu.com\)](#)

https://m.bilibili.com/video/BV1CC4y1d7Nb?buvid=69db1325b3abd3e835f3a52757ac3d85&is_story_h5=false&mid=y4%2FoufrOOIDX7BquSLAqQ%3D%3D&p=1&plat_id=116&share_from=ugc&share_medium=iphone&share_plat=ios&share_session_id=D7611DDF-B096-4DA6-82A2-8B06D310CAAA&share_source=COPY&share_tag=s_i×tamp=1697019104&unique_k=2a6jpFe&up_id=239051240

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