
Academic Experience

University of Colorado Boulder, Leeds School of Business, Boulder USA – Faculty Director	<i>7/2020-present</i>
University of Colorado Boulder, Leeds School of Business, Boulder USA – Marketing Instructor	<i>8/2018-present</i>
University of Colorado Boulder, Leeds School of Business, Boulder USA – Scholar in residence	<i>8/2016-7/2018</i>
Baruch College, Zicklin School of Business, New York USA – (Adjunct) Instructor	<i>8/2012-12/2017</i>
LIM College, Fashion Marketing, New York USA – Adjunct Instructor	<i>2013-2014</i>

Business Experience

Wallace Church & Co., New York, USA – Executive Director, Innovation & Strategy	<i>11/2013-03/2016</i>
Art of Branding USA – Owner	<i>7/2011- present</i>
Effective Brands New York, USA - Senior Consultant	<i>9/2008 – 7/2011</i>
Effective Brands Amsterdam, The Netherlands – Senior Consultant	<i>6/2007 – 8/2009</i>
Cloetta, Oosterhout, The Netherlands – Brand Team Leader/ Sr. Brand Manager	<i>5/2006 – 6/2007</i>
Unilever Ben & Jerry's, Rotterdam, Netherlands & Burlington, Vermont – Brand Manager	<i>12/2004 – 5/2006</i>
Unilever Global Headoffice, Rotterdam/Vlaardingen, The Netherlands – Marketing & KM	<i>4/2002- 12/2004</i>
International Marketing Internship for Henri Wintermans in Nicosia, Northern-Cyprus	<i>6/2000-12/ 2000</i>

Education

Erasmus School of Economics, Erasmus University Rotterdam, The Netherlands	
MSc (Doctorandus) in Business Economics	<i>2002</i>
BSc (Propedeuse) in Economics	<i>1997</i>

Publications

Book: 'Be' - Author: Bahriye Goren – Publisher: LID Publishing, published in October 2016
ISBN-10: 0986079324
ISBN-13: 978-0986079320

Seminars Attended in 2020:

Leeds School of Business Teaching Workshop – Pre-Record Videos	<i>06-04-2020</i>
Leeds School of Business Teaching Workshop – Teaching Workshop – Canvas Engagement	<i>06-11-2020</i>
Leeds School of Business Teaching Workshop – Teaching Workshop – Zoom engagement	<i>06-16-2020</i>
Leeds School of Business Teaching Workshop – Teaching Workshop – Advanced Playposit	<i>07-15-2020</i>
Leeds School of Business Teaching Workshop – Teaching Workshop – Pre-Record Zoom Videos	<i>07-17-2020</i>

Languages

Fluent: English, Dutch & Turkish Intermediate: French & German