

EBRU ŞENEL ERİM

Director External Affairs NAMETRUB (North Africa, Middle East, Turkey, Russia, Ukraine, Belarus) and Communications TUI (Turkey, Central Asia, Caucasus and Iran) & Board Member Unilever TUI

Graduated from Hacettepe University Nutrition Sciences Department, Ebru Şenel Erim started her career in 1995 at Unilever Turkey as Nutrition Expert. Later assigned in 1999 as Nutrition Manager, Ebru Şenel Erim undertook the Corporate Communications Manager role in 2004.

Erim, who successfully continued managing on Unilever Turkey's reputation, was appointed in December 2011 as Director External Affairs Unilever NAMETRUB (North Africa, Middle East, Turkey, Russia, Ukraine, Belarus) and Director Sustainable Business and Communications Unilever Turkey, in line with Unilever's new global structure. Envisioned in the Unilever Sustainable Living Plan (USLP), Ebru Şenel Erim achieved successful outcomes to build partnerships with multiple stakeholder groups and extend sustainable business practices in Turkey pioneered by Unilever.

As a board member of Unilever TUI (Turkey, Central Asia, Caucasus and Iran) since June 2016, Ebru Şenel Erim, has been representing Unilever in leading Business Interest Groups and Trade Associations of Turkey. She is board member of KTSD, MUMSAD and DEIK Turkey-Iran Business Council, FMCG Working Group Head in International Investors Association (YASED), Vice President of Foods and Agriculture Working Group in TUSIAD, Industrial Relations and Liaison Group Head in TGDF, Responsible Marketing Working Group Member & Communications Working Group Member in Advertisers Association of Turkey (RVD). She is also among the founding members of Public Affairs Institute Turkey and its' board member since 2016.

Ebru Şenel Erim, has demonstrated experience in strategic communications, media relations, sustainable business, government relations, external affairs, crisis management, medical communications and nutritional counselling. She is married with one child.