

Semih Yalman

[www.semihyalman.com](http://www.semihyalman.com)

[www.dreamstalk.org](http://www.dreamstalk.org)

[www.augbug.com](http://www.augbug.com)

[www.perceptionist.com](http://www.perceptionist.com)



- **Perception & Story Strategist**
- **Chief Soft Power Officer in charge of Brand, Perception & Intangible Asset Management at Dođuş Group**
- **Professor of Branding & Marketing at Koç University**
- **Founder of Dreamstalk**
- **Composer, Writer, Sailor & Yoga Instructor**

Prof. Yalman is responsible for intangible asset management for Dođuş Group and also board member in various companies of Dođuş. He has been with the company over 16 years. Prior to Dođuş Group, he has worked for Gillette International in multiple geographies.

Along his duties at Dođuş, he teaches perception, branding, innovation at Koç University and EADA Business School.

He is the author of 15 books on inner journeying, (self) innovation, perception; columnist for Campaign Türkiye magazine and HBR Turkey online; composer of 9 music albums and a keynote speaker on self-actualization and perception.

Prof. Yalman is also the founder of Dreamstalk, a social responsibility platform through which he listens to dreams of students at universities nation wide and helps them come true through his sponsors and solution partners.

Semih Yalman is a graduate of AMP 173 of HBS and holds degrees from Emerson College and Hacettepe University.

On personal level Prof. Yalman speaks 3 languages, is an active sailor and Kundalini Yoga Instructor.