



HAKAN BEKTAS

Innovation, Strategy & Entrepreneurship

Driven by a desire to perform and excel, I consistently strive for higher standards and actively explore ways to improve. I am results-driven and ambitious, alert to emerging opportunities presented by new technologies. I have made analytical skills my hobby to analyse the strengths and weaknesses of products and services, which differentiates me as an innovative and forward-thinking individual.

My knowledge and skills enable me to help companies make a positive impact on society and integrate innovation and entrepreneurship with sustainability. Additionally, I can manage business and innovation processes from a holistic, ethically responsible perspective.



Expertise

Artificial Intelligence

Finance & Investments

Data Analysis & Consultancy

Business Analysis & Consultancy

Innovation & Strategy

Virtual Reality

Academic education

MSc Entrepreneurship, Innovation and Strategy

August 2021 - July 2023 📍 Enschede

After my BSc, I pursued a master's degree in Business Administration with a focus on Innovation, Strategy & Entrepreneurship and received an 8.5 for my thesis on virtual reality as a replacement for online collaboration tools, with a focus on business meetings. Overall, I graduated with an average grade of 7.5

- 📖 Global Strategy & Business Development
- 📖 Management & Governance of Innovation and Creativity
- 📖 Int. Entrepreneurship - A Strategic Technology Perspective
- 📖 Human Resource Management & Innovation
- 📖 Business Valuation and Corporate Governance

Knowledge

I have learned the essence of innovative and entrepreneurial processes in new and existing organizations, as well as the impact of the external environment on business development. Additionally, I have a solid grasp of multidisciplinary management principles from a strategic, innovative, technological, and sustainable perspective.

Skills

I can promote, facilitate, and manage innovation within an organisation. I am capable of recognising business opportunities and developing business models and strategies. Additionally, I can lead a company in a creative and innovative way to foster growth, both in startups and larger companies.

BSc International Business Administration

Augustus 2019 - Juli 2021 📍 Enschede

Graduated with an average grade of 7+ and received an 8.0 for my thesis on influencer marketing between (sports) supplement brands and social influencers.

Elective in Business & IT

2021

In this elective, I gained extensive knowledge about innovation through IT project management and improved my skills and capabilities in managing efficient workflows and achieving key milestones on time.

Elective in Psychology

2021

My ability to act as a bridge between psychology and business has been greatly enhanced here. I have gained a better understanding of the link between both sides, enabling me to facilitate effective information transfer within companies.



Referentie

Robin Effing

Artificial Intelligence Expert

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Assistant Professor
University of Twente



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Professional Experience

Turkish Legal Office

February 2023 - May 2024

At Turkish Legal Office I helped foreigners, mostly Europeans, that have interests in Turkey with legal services and business consultancy, such as setting up investments and guiding property purchases.

Gemeente Enschede & UT Innovation Challenge

February 2023

Helped with hosting several activities, setting up virtual reality experiences and doing questions & answers with students. The objective was to inspire participants, empowering them to become innovators who create sustainable solutions for the present and future challenges of urban living.

Master Class Digital Transformation

June 2023

Contributed to a master class hosted by Robin Effing for the University of Twente. I facilitated discussions to inform participants about the potential impact of virtual reality and other emerging technologies on their daily lives and work. Additionally, I provided a demonstration of Meta Quest's current immersive capabilities.

Nedap

Security Management

Published an advice report based on strategic foresight, mapping out opportunities for future scenarios regarding facial recognition solutions. My main contribution was based on researching viable technologies and potential partners to realise a MVP (Minimum Viable Product) for our proposed solution.

NIPV

Dutch institute of public safety

Worked on challenges to promote innovation initiatives by proposing a platform aimed at optimising knowledge transfer within the organisation. My main contribution consisted of creating recommendations for our solution, based on insights I gained from the theories used, data collected from individuals within the organisation and our theoretical framework.

Educared

Educational Consultant

Provided advice on social learning opportunities within the work environment and presented an MVP (Minimum Viable Product) to initiate this initiative. My main contribution consisted of researching the needs of the caregivers and, based on this, proposing an optimal user interface (UI).

Ernst & Young Accountants

Consulting, Assurance, Tax & Transaction Services

Within a team of five, we developed strategic steps that EY could take to better reach SMEs. My focus was primarily on creating an optimal segmentation strategy and identifying companies that align well with EY, resulting in a win-win for partnerships and a significant reduction in EY's initial investment costs to make a strong start for this initiative.

Virtual Reality (VR) & Metaverse

Master Thesis with Nerds & Company

Conducted academic research on VR with Meta's promising products and services by inviting Nerds & Company to run focus groups, exploring factors that have an impact on the viability of the metaverse for business meetings. Read more about it [here!](#)