



HAKAN BEKTAS

Innovation, Strategy & Entrepreneurship



Driven by a strong desire to achieve and excel, I consistently aim for higher standards and actively seek ways to improve. I consider myself to be self-motivated and ambitious, responsive to emerging opportunities in both consumer and business contexts by staying on top of trends and thinking about future opportunities, such as ones presented by AI (Artificial Intelligence) and VR (Virtual Reality). With my analytical skills, I have made it my hobby to analyse the strengths and weaknesses of products & services, contributing to my positioning as an innovative and forward thinking individual. These interests have enabled me to learn valuable skills and develop capabilities that one would need to deliver strong contributions to future goals and objectives.

📊 Expertise

Virtual Reality

Design & Creative

Technical Analysis

Crypto & Blockchain

Marketing & Communication

Artificial Intelligence

Finance & Investments

Research & Development

Business Analyst/Consultant

🔗 Reference

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Relevant Academic Education

MSc Entrepreneurship, Innovation and Strategy

August 2021 - July 2023 📍 Enschede

Followed up with a master's program in Business Administration and received a 8.5 as a final grade on my thesis about virtual reality as a replacement for online collaboration tools, focussing on business meetings & overall graduated with an average of 7.5

BSc International Business Administration

August 2019 - July 2021 📍 Enschede

Graduated with a 7+ overall average and received a 8.0 as a final grade on my thesis about influencer marketing between sport supplement brands and social influencers.

Elective in Business & IT

2021

Learned about business innovation through IT project management and improved my skills and capabilities in managing efficient work flows and staying on track.

Elective in Psychology

2021

Improved my ability to serve as a bridge between psychology and business, gaining a better understanding of both sides for effective information transfer within businesses and externally to relevant stakeholders.

University of Utrecht & Amsterdam

August 2017 - July 2019

Next to the University of Twente, I also studied for one year at the University of Amsterdam and at the University of Utrecht, learning essential skills for collaboration between different cultures and finding opportunities in an international setting.

During my years at university, I gained valuable skills from lots of experiences, including managing projects effectively, devising and implementing creative solutions, efficient use of time and resource management, solid presenting skills and honing my analytical thinking. These soft skills, combined with my technical affinity and expertise, allow me to bring out the best in myself.

Turkish Legal Office

February 2023 - April 2024

Helped foreigners, mostly Europeans, that have interests in Turkey with legal services and business consultancy, such as setting up investments and guiding property purchases.

Municipality of 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

Nederlands Instituut Publieke Veiligheid

Worked on challenges to promote initiatives for innovation by proposing a platform with a goal to optimise knowledge transfer within the organisation. I mainly contributed by creating recommendations for our solution that I based on the gained insights from used theories, collected data and our theoretical framework.

Educared

Educational Consultant

Published an advice report regarding social learning opportunities within the workplace and presented a MVP to initiate this initiative. My main contribution was by researching and proposing an optimal UI (user interface).

Ernst & Young Accountants

Consulting, Assurance, Tax & Transaction Services

Within a team of five, we worked out which strategic steps EY should take to target and attain small & medium enterprises and suggested potential partners to accelerate growth. I mainly focussed on creating an optimal segmentation strategy and finding companies that have good alignment with EY, resulting in a win/win for partnerships and significantly lowering EY's initial investment costs.

Virtual Reality (VR) & Metaverse

Master thesis with Nerds & Company

Conducted academic research on VR 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!](#)

I am always seeking growth opportunities and striving to improve in my work. I have a good understanding of LLMs and AI tools to improve performance both in personal and business settings, next to extensive knowledge of current and future tech that impacts everyday life. Additionally, I possess a healthy dose of knowledge and experience in virtual reality, which is further strengthened by my master's thesis. I am looking forward to giving it my all in my next chapter in life with a position at an exciting company.