

Access to Experts



Demet Tunç

Council Director, Customer Experience Council
The Conference Board

Demet.Tunc@conference-board.org

Demet Tunç leads the Customer Experience Council at the Conference Board. She also provides consultancy & project management services - from strategy to execution with a hands-on approach - in marketing, customer experience and commercial management. Demet started her career as a brand manager at Colgate Palmolive. Following this, she spent 10 years at Goodyear Dunlop, holding Business and Marketing Management roles in Turkey as well as in the EMEA headquarters in Brussels.

She then became Vice President at Ingersoll Rand for the Security Technologies Business Unit in charge of the EMEA Region before joining Bekaert. Demet held a global role as Senior Vice President Customer Excellence and Chief Marketing Officer at Bekaert. She has a degree in engineering at Istanbul Technical University as well as an MBA degree obtained at Koç University.

Contact Carol Courter, Manager, Corporate Communications, +1 212 339 0232, courter@conferenceboard.org

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