

Dr Gorkan Ahmetoglu



Dr Gorkan Ahmetoglu is a Lecturer of psychology at University College London. He was previously the Director of Consumer Behaviour, and Director of Digital Entrepreneurship (MSc), at Goldsmiths, University of London. He has also taught at London's City University and Heythrop University.

Dr Ahmetoglu's research was sponsored by the Economic and Social Research Council and he has published numerous articles and reviews in leading academic journals, including a book (Personality 101) on the science of psychological assessment and personality. Gorkan is the co-founder of Meta Profiling Ltd. an organisation that helps companies to identify entrepreneurial talent, and is an Associate to Harvard's Entrepreneurial Finance Lab (EFL). Gorkan is also a business adviser and speaker in the areas of consumer decision-making and marketing strategy and consults to global organisations and the UK government, and frequently appears in media as expert adviser.

His clients include HSBC, Google, Ford, LVMH, ABF, Tesco, Sainsbury's, Mars, McKinsey & Co, BBC, Channel 4, The Edrington Group, the Office of Fair Trading, the Intellectual Property Office, the British Brand Groups, Government Social Research, The Grocer, The Marketing Magazine, and KPMG. Gorkan is also the co-founder of metaprofiling. com, a digital start-up that enables organisations to identify individuals with entrepreneurial talent.

Examples of Recent Assignments

In his lecturing role, Gorkan teaches Assessment and Selection and Training and Development courses at MSc level to Occupational Psychology students at Goldsmiths University, as well on Science of Personality and Individual Differences on Undergraduate level. He also developed and is directed the MSc Consumer Behaviour programme, where he taught Consumer Psychology and The Psychology of Marketing and Advertising courses. He is currently running a project with Harvard's EFL and Intercontinental Development Bank, looking at gender differences in entrepreneurial success - in one of the largest empirical studies on this topic.

Gorkan has been instrumental in the development of assessment systems for various companies including McKinsey and Co, Royal Opera House, and Entrepreneurial Finance Lab. He also developed the Emotional Intelligence Report for Leaders, in collaboration with K.V. Petrides. He is also the co-founder of Metaprofiling Ltd., an organisation that enables companies to identify individuals with entrepreneurial talent. In the two years since its launch, Metaprofiling has secured distributors in eleven countries across four continents, and has more than twenty global clients including Walt Disney, LVMH, and World Bank.

Gorkan recently published Personality101, a state-of-the-art book on the science of personality assessment and psychometrics. He has published several articles on assessing talent, management, and leadership ability, including one of the only scientific journal articles assessing the usefulness of FIRO-B. He recently published a state-of-the-art article on the relative validity of bright side versus dark-side traits in predicting managerial competence.

Contact

Level 17
Dashwood House
69 Old Broad Street
London, EC2M 1QS
United Kingdom

Tel: +44 207 256 4068
Fax: +44 207 256 4071

Email:
support@mentisglobal.com



Business Experience

Gorkan has over eight years of experience in personnel selection and development, leadership training and coaching, as well as consumer psychology, and marketing strategy, and advertising. He has worked across a wide range of industries including FMCG, IT, Financial Services and Telecommunications and regularly consults and advises at CEO and Board level. He is the leading consultant for Mentis UK certification courses and a former leadership trainer for the HSBC GGDP programme, where he worked for 2 years. He recently worked with LVMH, in developing their IT leaders innovation and entrepreneurial skills – a programme brining senior managers from across the globe. He has previously consulted for companies such as Ford, Sainsbury's, The Edrington Group, and Mars Inc. He also frequently speaks in business conferences (e.g. Purple Beach) and media (including BBC Panorama and Channel 4 Dispatches).

Training, Qualifications and Accreditations

Gorkan has a BSc in Psychology, an MSc in Occupational Psychology, and MSc in Research Methods, and a PhD in Management and Entrepreneurship. He is Level A/B qualified. He is a leading expert in personality assessment and talent management and experienced trainer of the Hogan Certification Workshop with Mentis Consulting. He has significant experience in the operational use of the Hogan assessments in organisational settings.

Personal Philosophy

Self-awareness is key. Yet self-awareness alone is not enough if one does not understand the limitations and potential of developing personality, skills, and abilities. When talking about change, it is not enough to know a person's strengths and weaknesses. One needs to get to grips with the stuff that can and cannot change, and how much things can change. What is the persons training potential, and how each individual needs to be approached?

Other Interests

Gorkan is a former professional footballer having won the Swedish Premier League twice, with team mate Zlatan Ibrahimovic.