

pladis

M&Vities GODIVA ÜLKER

Fulya Fraser

Chief Growth Officer



Fulya became pladis' first Chief Growth Officer in May 2023, following five years as Chief Human Resources Officer.




Before joining pladis, Fulya was with Yildiz Holding for six years, in various leadership positions including establishing a Joint Venture between Yildiz Holding and McCormick and leading the sale of the Yildiz culinary business to Japanese Ajinomoto. In the four years preceding her time at Yildiz Holding, Fulya was the Managing Partner of Ace Paradigm, a consulting firm for FMCG clients. She also worked for PepsiCo for five years as a Regional Marketing Director, and five years in Marketing for BAT. Fulya began her career in finance at Procter & Gamble.

Fulya has lived and worked in Türkiye, Canada, USA, South Korea, Malaysia, Hong Kong and the United Kingdom.

She has a PhD in Cultural Intelligence and a Master's in International Business.

Last updated on 19 September 2024.

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