

Dr. E. Seyfi Moroğlu Acts as a Special Guest and Judge During a Workshop About Elevator Pitches

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Dr. E. Seyfi Moroğlu acted as a special guest and judge during a workshop about developing and presenting elevator pitches, held April 1 in Istanbul. The workshop, titled "Global Sales Strategies for Ambitious Turkish Firms", was led by Kenneth P. Morse and Laura Barker Morse. It aimed to develop participants' leadership skills and support the development of sustainable competitive advantage. The two-day interactive workshop included advice, mentoring, and networking opportunities, with an emphasis on participants developing clear and concise elevator pitches, with well-defined value propositions.

Dr. Moroğlu's role as a judge involved receiving elevator pitches presented by around ten participants, in a one-to-one format. Industry sectors represented by the pitches included material technologies, business intelligence, and e-business, among others. Dr. Moroğlu and other judges provided real-time feedback to participants, touching on effectiveness, clarity, delivery and overall presentation.

Kenneth P. Morse is an entrepreneur and angel investor, with much experience in global sales. He is the Founding Managing Director of the MIT Entrepreneurship Center. Laura Barker Morse is a recruiting and team building expert, formerly the Human Capital Partner at Atlas Venture. Dr. Moroğlu attended a growth finance seminar hosted by the pair in 2013, finding it to be a valuable opportunity with immediate practical applications.

More information can be found on the Entrepreneurship Turkey website.

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