

**Biyografi:**



**Fügen Toksü**

Fügen Toksü graduated from Marmara University, Faculty of Communication, and received a master's degree in business administration from Istanbul University, Faculty of Business Administration. She worked as the Director of Press and Public Relations at the MESS Employer's Union for many years. She worked at Turkish Confederation Of Employer Associations (TİSK). She gained expertise in employer organizations, government relations, non-governmental organizations and stakeholder communication, employer branding and sector organizations, public relations, media and publishing activities. She founded Toksü and Chase Public Relations in 2001. She provided strategic communication consultancy for many years at Toksü & Chase. As a Leading Consultant, she still provides experience sharing to raise the management performance of leaders on the axis of individual and corporate reputation. She also started internet publishing and launched the automotive portal with [www.otoalsat.com](http://www.otoalsat.com) which won the "Altın Örumcek" award and the public relations platform with [www.halklailiskiler.com](http://www.halklailiskiler.com). Moreover, she added [www.cometoturkey.com](http://www.cometoturkey.com) and [www.visitingistanbul.com](http://www.visitingistanbul.com) sites that were launched for the promotion of Turkey. She also specialized in strategic structuring and management of websites and digital communication, social media management. She served as active in Turkey Promotion Council which have created by 13 non-governmental organizations and including institutions such as TOBB, TÜSİAD, TİM. She took part in the preparations of Promotion Strategy of Turkey. She has always paid attention to the work of Non-Governmental Organizations and Professional Organization. She has played very crucial roles in many organizations and institutions such as TOBB, TÜHİD, İMD, TÜRKONFED, SEDEFED, UN Global Compact Turkey, YEKON, WTECH, KALDER, TGC, EGD, İLAD and İLEDAK.

She taught undergraduate and graduate courses in public relations at Istanbul University, Kadir Has University, Yeditepe University, Anadolu University, Istanbul Commerce University, Maltepe University and Karadeniz Technical University. She has two textbooks that published at Anadolu University Faculty of Communication and she has an international statement on new media. On behalf of the communication sector, she participated in many programs in communication faculties, newspapers and televisions, and her views and articles took place in national and international sector publications. She conveys her views on communication and branding via video on [www.halklailiskiler.com](http://www.halklailiskiler.com). In addition, she provides information in the field of communication with her YouTube channel.