PORTFOLIO · 2026

Yaprak Özer

Journalist-Author · Communication Strategist · Trainer

Two careers. One vantage point: both sides of the table.

Founder of İndeks İçerik İletişim (2001) and İndeks Speakers Bureau (2004)



AT A GLANCE

Four decades of asking questions

1983

Her first bylines appeared; reporting, foreign news, editing and television production followed.

2001

She founded İndeks İçerik İletişim, a content and communications consultancy.

2004

She founded İndeks Speakers Bureau, Turkey's first speakers agency.

2003

The World Economic Forum named her a Global Leader for Tomorrow, representing Turkey.

Weekly

She writes weekly commentary for Ekonomi Gazetesi.

6 + 2

She has published six books in Turkish and two English-language studies on security.

PROFILE

Yaprak Özer is a Turkish journalist-author, communication strategist and trainer.

She started on the foreign desks of Güneş and Cumhuriyet. As an Alfred Friendly Press Fellow she worked as a visiting journalist at The Tennessean and USA Today. She ran Hürriyet's sectoral supplements and its HR newspaper, and produced and presented her own television programmes. Today she writes on AI and the information order, media, trust and reputation, geopolitics and security, the economy and sustainability — and prepares the executives and leaders who must face the press.

Now

- Founder and chair, İndeks İçerik İletişim
- President, İndeks Speakers Bureau
- Weekly commentary, Ekonomi Gazetesi
- Media trainer, International Media Training (IMT)
- Host of the "Fikir Buluşmaları" interviews and podcast

She works in Turkish and English.

indeks:
indeks içerik ve iletişim danışmanlık

indeks: konuşmacı ajansı

WHAT SETS HER APART · FROM PROFESSION TO BRAND

Two careers in one life

CAREER ONE · THE NEWSROOM

Asking the question

As reporter, foreign correspondent, editor, director and television producer and presenter, she covered ground from Cyprus and the Gulf War to boardrooms and studios. She knows the media from the inside.

CAREER TWO · THE BUSINESS

Preparing the answer

In 2001 she crossed to the other side of the table and turned her newsroom experience into two brands:

İndeks İçerik İletişim · 2001
İndeks Speakers Bureau · 2004

> *She never stopped being a journalist. Her expertise carries her name; the institutional services carry the names of İndeks İçerik İletişim and İndeks Speakers Bureau, and both are rooted in the newsroom.*

PROFESSIONAL IDENTITY · ROLES AND SUBJECTS

Four roles, one craft: the right question

Writer and content creator

She writes columns, interviews, speeches, biographies and books.

Communication strategist

She advises executives on reputation, leadership and crisis.

Media trainer

She prepares leaders for what journalists, investors and experts ask.

Speaker and moderator

She chairs panels and conferences in Turkish and English.

The through-line: communication

From security to the economy, from international relations to disarmament, from geostrategy to human resources, from management and governance to sustainability and financial reporting, her expertise meets on one line: communication, content, language, perception and reputation.

Disinformation, Technology, AI and Language · Media and Journalism · Communication, Reputation and Leadership · Geopolitics and Security · Economy and Business · Sustainability, Climate and Reporting · Society and Culture

BUSINESS IDENTITY · FOUNDER AND CHAIR

Two companies, built on one craft

İndeks İçerik İletişim · 2001

A content, reporting and communications consultancy.

Corporate reporting: It prepares TSRS-aligned sustainability reports, annual reports, integrated reports and gap analyses.

Content: It produces corporate publications, reports, and web and social media content.

Media and communications advice: It covers media relations, leadership communication, crisis management and CSR content.

Media training: It runs İndeks Media Relations Training for leaders and spokespeople.

indeksiletisim.com

İndeks Speakers Bureau · 2004

Turkey's first speakers agency, conceived at Davos in 2003.

Speakers: It brings Turkish and international speakers on economics, technology, leadership, entrepreneurship and sustainability to events.

Moderators: It provides moderators for national and international conferences and panels.

Curation: It designs a speaker strategy for each event and searches beyond its own catalogue.

indekskonusmaciajansi.com

MEDIA TRAINER

She shows leaders and spokespeople where journalists, investors and experts are looking.

Then she trains them to anticipate the question and build the answer.

She works with executives and leaders who must speak and write for demanding audiences, including investors with media, technical and scientific expertise. Through training, simulations, conversations and advisory sessions she sharpens and simplifies their message, so that the idea is accepted, bought and owned.

Earlier, as an accredited trainer with UK-based LionsDen Communications, she worked on international projects in Turkey and abroad. Today she is one of the trainers of Paris-based International Media Training (IMT).

Core corporate training

Media relations · Crisis communication · Interview techniques · Sustainable communication · Marketing communication · Case studies and simulation

Leaders and spokespeople

Speaking and presentation · Spokesperson training · Leadership communication · Mentoring

Image and development

Perception and reputation · Social media communication · Body language and image

She trains in Turkish and English.

INTERVIEWER AND MODERATOR

Across the table from those who shaped their era

Statesmen and policy

Süleyman Demirel · General Zia-ul-Haq, President of Pakistan · George Vassiliou, Greek Cypriot leader (1989) · Manfred Wörner, NATO Secretary General (1990) · Gerhard Schröder, Chancellor of Germany

Business

Sakıp Sabancı · Güler Sabancı · Mustafa Koç · Can Kıraç · Ali Sabancı · Ahmet Nazif Zorlu · Luciano Benetton · Percy Barnevik of ABB · Toyoda of Toyota's founding family · İbrahim Betil · Meral Gezgin Eriş · Emin Çapa · Ümran Beba · Serpil Timuray · Cansen Başaran Symes

Culture and science

Elif Şafak · Gülriz Sururi · Metin Akpınar · Cevat Çapan · Aydın Boysan · Ahmet Ümit · Han Tümertekin · Emre Arolat · Cem Mansur · Yankı Yazgan

On screen: She produced and presented Kariyer Dünyası (2000–2003) and Birebir Ekonomi (2001–2002) on TRT 2, İş Görüşmesi and Eğitim Penceresi (2007–2008) on CNN Türk, and Kariyer Rehberi (2010–2011) on Bloomberg HT.

Today: On "Fikir Buluşmaları", on YouTube and Spotify, her recent guests include Emre Gönensay, Şebnem Kalemli-Özcan, Nilüfer Narlı and Atilla Yeşilada. The archive of dozens of notable guests, and of the interviews still to come, is at yaprakozer.com.

PUBLICATIONS

Books, studies and a weekly column

Books (Turkish)

- *İletişime Kanat Çırpmak*
- *Liderlik, Yönetim, Türkiye: Ne İş Olsa Yaparım Abi!*
- *Türkiye Geleceğini Arıyor: Adı İnsan*
- *Küreselleşme ve Yeni Ekonomi: En Büyük Benim*
- *İnsan Kaynaklarında Yeni Açılımlar: Ne Yalan Ama*
- *Başarı Hikayeleri*

She also contributed chapters to *İnsan Kaynaklarında Yeni Eğilimler* and *İşte Başarı* (insankaynaklari.com, EY, Hayat Yayınları).

Security studies (English)

- *Security or Defence: Have We Defined Our Needs?*
- *NATO's Information Policy and Turkey*

Her chapter "The Turkish Public Opinion" appeared in *The Future of Security in Europe: A Comparative Analysis of European Public Opinion*, edited by Philippe Manigart (Brussels, 1992).

Weekly commentary

She writes weekly commentary for Ekonomi Gazetesi. She has previously written columns for Hürriyet, Milliyet, Sabah, Forbes and Dünya.

EDUCATION AND FELLOWSHIPS

Trained in journalism and international politics

Education and teaching

- BA in Journalism, İstanbul University
- MA in Political Science and International Relations, Boğaziçi University
- Doctoral studies in Political Science and International Relations, Boğaziçi University
- She has taught at İstanbul Bilgi University's Faculty of Communication and on its e-MBA programme.

Fellowships

Alfred Friendly Press Fellowship, USA

One of the most prestigious journalism programmes in the United States. As a fellow she worked as a visiting journalist at The Tennessean and in USA Today's Washington bureau.

NATO Research Fellowship, Brussels

She researched NATO's information policy and Turkish public opinion.

British Government Scholarship, London

She joined the journalism programme at City University.

Japanese Ministry of Foreign Affairs Fellowship, Tokyo

She studied Turkish–Japanese relations.

AWARDS, ROLES AND CERTIFICATES

Still learning, still in the room

Awards

- The World Economic Forum named her a Global Leader for Tomorrow, representing Turkey (2003).
- She received the TÜSİAD EU–Turkey Relations Press Award (1993).

Roles and memberships

- Member of the Propeller Club of the USA, Port of İstanbul; President from 2023 to 2025.
- Member of BUMED, the Boğaziçi University Alumni Association.

Certificates

- EMCC Global, Online Mentoring Programme (2026)
- IAB, Digital Marketing Communication Programme (2026)
- Stanford University, “The Active Citizen in a Digital Age”

NEWSROOMS AND SCREENS

Outlets she has worked and written for

Ekonomi Gazetesi	Hürriyet	Milliyet	Sabah
Cumhuriyet	Güneş	Dünya	Forbes
The Tennessean	USA Today	Ekonomist	Capital
TRT 2	**CNN Türk**	**Bloomberg HT**	**YouTube · Spotify**

SOCIAL MEDIA **Substack · LinkedIn · X · Instagram · TikTok**

Her work has also appeared in Somut, Kariyer Dünyası, Hürriyet's sectoral supplements, Milliyet İK, Sabah İK, Tüyid, Keiretsu Forum and Andersen publications (2004–2006); today she also writes on Substack.

References*

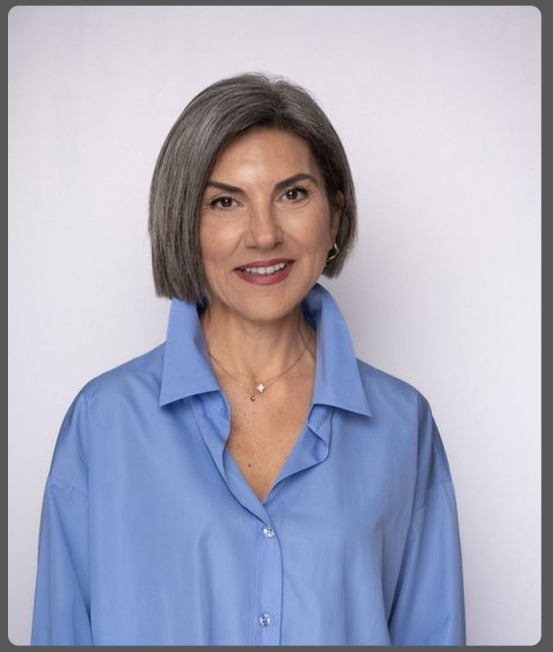


* For all references, see indeksiletisim.com, indekskonusmaciajansi.com and yaprakozer.com.

CONTACT

Let’s talk

She is available for interviews, moderation, media training and communication strategy.



DIRECT

yaprakozer@indeksiletisim.com
+90 212 347 70 70
İstanbul, Türkiye
yaprakozer.com

FOLLOW

linkedin.com/in/yaprakozer
substack.com/@yaprakozer
instagram.com/yaprakozermedya
youtube.com/yaprakozer

İndeks İçerik İletişim: indeksiletisim.com · İndeks Speakers Bureau: indekskonusmaciajansi.com