



SHIFT



Sheraton Mirage
Gold Coast
SEPT 11 – 13
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NESE AKAY

Executive Manager: Strategy and Culture

Nese Akay is the Executive Manager: Strategy and Culture at CBN. She is an advocate for insight driven customer centricity, with a firm belief that data, insights and great story telling are at the core of driving better customer experiences, brand advocacy and profitable growth.

Nese was previously Marketing Services Manager at Steadfast spearheading major projects for the Broker Network, including the Sales & Marketing Broker Playbook.

She has also worked internationally, leading the marketing for world-famous brands KFC and Pizza Hut in Turkey, and Willis before that as the National Marketing & Communications Manager. Her success is based on delivering an exceptional customer experience across multiple touchpoints by rallying a great team to galvanize vision and strategies and moving to action these decisively.