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PARTNERS

Nesrin Serin
Founder,
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SUCCESSFUL LEADERS

IN THE TIC INDUSTRY

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CAN YOU TELL US ABOUT YOUR BACKGROUND AND HOW YOU GOT STARTED IN THE TIC SECTOR?

In 1993, at the age of 24, I established YÖNDES Management Consultancy, marking the first step in my innovation and entrepreneurship-oriented career plan. At that time, the quality infrastructure was just being established in Türkiye, and I quickly realized the importance of the sector and its significant role in international trade. Since 2004, I have been the Chairman of the Advisory Board.

In 1998, I founded USB Certification, which holds a prominent position in Türkiye with its national and international accreditations and representations in the field of conformity assessment. I continue to serve as the General Manager of USB Certification.

Throughout my career as a consultant and trainer in process management, change management, strategic planning, project management, risk management, entrepreneurship, entrepreneurship mentoring, operations management, and management systems, my goal has always been to create added value by incorporating "Innovation" into all my work.



WE CAN MAKE A LASTING IMPACT ON THE INDUSTRY AND CONTRIBUTE TO A BROADER CULTURAL SHIFT TOWARDS MORE ETHICAL AND HIGH-QUALITY BUSINESS PRACTICES.

CAN YOU SHARE WITH US A SPECIFIC PROJECT OR ACCOMPLISHMENT THAT YOU ARE PARTICULARLY PROUD OF AND WHY?

My proudest achievement is spearheading the USB Certification project. This initiative is especially significant to me as it embodies my commitment to enhancing the role of women in business processes and management, not only in Türkiye but across all geographies where I provide services. Through this project, we strove to create more inclusive and equitable work environments, promoting gender diversity and empowering women to assume leadership roles.

In USB Certification, I have focused on ensuring that we stand out among other certification bodies. We achieve this distinction by emphasizing ethics and quality in all our work. Our approach is not just about meeting standards but exceeding them in ways that are both meaningful and measurable. By prioritizing these values, we not only enhance our reputation but also set a new benchmark in the industry.

Furthermore, our distinctive stance in the field is something I am deeply committed to maintaining. I believe that by continuing to champion these principles, we can make a lasting impact on the industry and contribute to a broader cultural shift towards more ethical and high-quality business practices. Dedication to excellence and integrity is what makes our work at USB Certification not just a project, but a mission to transform and uplift the entire business landscape.

WHAT DO YOU THINK IS THE BIGGEST FACTOR AFFECTING THE TIC INDUSTRY AT THE MOMENT?

The biggest factor affecting the industry at the moment is the constant change in regulations and data management to meet sustainability goals. In addition, the differences in approach between continents and the monopolisation of large companies by acquiring small certification bodies. Delays in the adaptation of regulatory organisations to this change and the delay of expected sanctions affect the sector.



A MISSION TO TRANSFORM AND UPLIFT THE ENTIRE BUSINESS LANDSCAPE.

CAN YOU SPEAK OF THE BIGGEST CHALLENGES YOU HAVE FACED IN YOUR CAREER AND HOW YOU OVERCAME THEM?

Throughout my nearly 30 year long career, I have encountered numerous challenges, but I have consistently worked hard to surmount them. One of the most persistent hurdles has been the economic crises that have affected not only Türkiye but also other geographies where we conduct our business. These crises are often exacerbated by the complexities of already unethical business practices, posing significant risks to our operations and integrity.

To navigate these tumultuous times, I adopted a strategy focused on simplifying business processes and integrating advanced technology. By streamlining operations, we were able to enhance efficiency and reduce vulnerabilities to economic fluctuations. The incorporation of technology further enabled us to automate routine tasks, improve accuracy in our operations, and maintain transparency, all of which are crucial in maintaining ethical standards.

Moreover, my extensive experience in the sector has been instrumental in overcoming these challenges. The deep industry relationships and the strong reputation I have cultivated over the years have been pivotal. These connections have not only provided us with valuable insights and support during difficult times but have also opened up new opportunities for growth and collaboration. Our steadfast commitment to maintaining high ethical standards and operational excellence has, in turn, reinforced our credibility and trustworthiness in the industry.

Thus, through a combination of innovative strategies, technological integration, and leveraging long-standing industry relationships, I have been able to lead our business through challenging times and set us on a path of sustainable growth and success.

WHAT IS YOUR APPROACH TO LEADERSHIP AND TEAM MANAGEMENT?

Our approach to leadership and team management emphasizes a participatory decision-making process, where active involvement from all levels of management is crucial. We adhere to the principle of collective decision-making and shared management responsibilities, ensuring that each member of the management team not only contributes their insights but also develops their decision-making skills. This inclusive strategy helps cultivate a sense of ownership and commitment among team leaders, fostering a collaborative and supportive environment.

To enhance our decision-making framework, we incorporate feedback on Agile process management, which is pivotal in adapting to changing project scopes and priorities effectively. Utilizing Agile methodologies allows us to remain flexible and responsive, ensuring that our projects align with client needs and market demands.

Additionally, the integration of technology plays a significant role in our management processes. We leverage advanced technological tools to facilitate communication, streamline workflow, and gather data-driven insights. This technological approach provides us with valuable feedback, which is integral to refining our strategies and achieving operational excellence.

Through these methods, we strive to not only meet but exceed the expectations of our stakeholders, ensuring that our management practices are robust, transparent, and aligned with our organizational goals. This holistic view of leadership and team management ensures continuous improvement and sustained success in our operations.



WE LEVERAGE ADVANCED TECHNOLOGICAL TOOLS TO FACILITATE COMMUNICATION, STREAMLINE WORKFLOW, AND GATHER DATA-DRIVEN INSIGHTS.



HOW DO YOU PRIORITIZE AND MANAGE YOUR WORKLOAD TO ENSURE SUCCESS?

In our organization, we systematically report our workload using objective data to accurately measure our capacity and effectively plan the distribution of tasks among team members. This data-driven approach ensures that we can allocate resources efficiently and meet our operational goals without overburdening any part of our workforce.

At the initial stage of a customer's application, we conduct a thorough estimation of the time required to complete the workflow. This involves analyzing past performance metrics and considering potential variables that could affect the process. Based on this analysis, we apply the PID (Proportional, Integral, Derivative) method to make targeted improvements. This method allows us to adjust our processes dynamically, enhancing both the speed and quality of our workflow. By continuously monitoring and refining our approach, we strive to optimize our productivity and deliver superior service to our customers.



OUR APPROACH IS NOT JUST ABOUT MEETING STANDARDS BUT EXCEEDING THEM IN WAYS THAT ARE BOTH MEANINGFUL AND MEASURABLE.

When I'm not engaged in work or volunteer activities, I cherish my personal time, which I spend indulging in several hobbies that enrich my life. Cooking is one of my passions, a delightful way to unwind and treat my loved ones. Additionally, I am an avid reader and listener of books, finding that both reading and listening offer unique ways to immerse myself in stories and acquire new knowledge. Travel is another pursuit I enjoy, as it opens up opportunities to explore new cultures and landscapes, broadening my horizons and providing fresh perspectives. Each of these activities plays a vital role in balancing my life, giving me space to relax, learn, and experience the world from varied angles.

HOW DO YOU SPEND TIME OUTSIDE OF WORK?

Outside of my professional life, I am deeply committed to various social responsibility initiatives. I actively participate in the Habitat Association, an organization dedicated to the education and development of women, youth, and disadvantaged groups. My role there extends beyond mere participation; I also serve as a volunteer and hold managerial positions in several women-oriented and sectoral associations. These roles allow me to contribute meaningfully to the empowerment and upliftment of underrepresented communities, leveraging my skills and resources to make a tangible difference in their lives.

IN 3 WORDS ONLY - WHAT IS THE SECRET TO YOUR SUCCESS?

**BELIEVING,
PERSEVERANCE,
ENDURANCE**