



Beril Koparal, MSc, MBA

General Manager, Zade Global Inc.

After studying at the Department of Medical Biological Sciences, Cerrahpaşa Faculty of Medicine, Istanbul University, she completed her master's degree in Medical Biology and Genetics at the Institute of Health Sciences, Istanbul University.

Between 1993 and 1997, she worked as a research associate at the Department of Medical Biology and Genetics, Cerrahpaşa Faculty of Medicine and continued her doctorate studies on the same subject. In 1997, she started consulting in the pharmaceutical industry. Between 1997 and 2005 she worked as a director at the healthcare communications companies named Deonta and Deomed. In 2001, she completed her MBA at Marmara University and La Salle University. In 2005 she founded her own healthcare communications company named BBMediks.

In 2006, she received an Image Consultant certificate from Talking Image, London, England and became an Image Consultant. In 2006 she received Coaching training from Maltepe University and Kırmızı Danışmanlık. In Paris, she completed NLP (NeuroLinguistic Programming) Training, which started in September 2006, with NLP School Europe certificate in March 2007. In 2007 she graduated from the Department of Public Relations, Anadolu University. In 2010 she merged her business with the world's largest healthcare communications company Ogilvy Healthworld/CommonHealth, and became the head of the company.

In 2012 she received "Emergenetics" training in the Netherlands and became the first Emergenetics trainer in Turkey. Having become the General Manager for Ogilvy Healthworld/CommonHealth Turkey and the Business Development Director for the North

Africa/Middle East (MENA) between 2010 and February 2015, Koparal continues her doctorate in Biotechnology at Yeditepe University and her master's degree in Adult Education at Canada Victoria University. She holds the Nutrition & Wellness Consultant certificate granted by American Fitness Professional & Associates (AFPA). She has a MSc degree in Phytotherapy. Beril Koparal continues working as the General Manager for Zade Vital® and Manager for Zade® & Zade Vital® İbn-i Sina R&D Centre as of March 2015.

As the vice president of Pembe Hanım Association of Solidarity with Cancer Patients and Their Relatives, Koparal has been working with cancer patients since 1980s during which she carried out studies on cancer at the Institute for Experimental Medical Research.

As soon as the dermocosmetic and vitamin supplements have become available in pharmacies in Turkey, she has started carrying out pharmacy communication and product integration activities with many companies in this respect. She has organized numerous joint trainings with the associations of pharmacists. She has issued "Farmagazin", the first actual pharmacist magazine in Turkey. Currently, she writes regular columns for the magazines "Farmagazin" and "OTCNews", and the newspaper Konya Yeni Gün. Having authored 4 poetry books and 2 themed books, Koparal is mother of 3 daughters.