



HeartfulBrands

A BRAND AND PEOPLE GROWTH COMPANY

BRAND BUILDING CONSULTANCY AND TRAINING



Heartfulbrands

**WE BUILD BRANDS
THAT CAPTURE HEARTS**

*because businesses grow
when brands grow in
people's hearts.*

We work closely with leaders
who take brands seriously.

They choose Heartfulbrands when something important is shifting in business.

**A BRAND NEEDS
SHARPER MEANING**

**A PORTFOLIO NEEDS
CLEARER STRUCTURE**

**A TEAM NEEDS
STRONGER CONFIDENCE**

*We provide senior strategic perspective,
delivered with real human understanding.*

TWO GROWTH ENGINES. ONE INTEGRATED IMPACT

We believe sustainable growth happens when strategy and people evolve together. That's why our work is built around two deeply connected growth engines:



BRAND GROWTH

through strategic consultancy



PEOPLE GROWTH

through capability building



BRAND GROWTH:

STRATEGY WITH *Soul*

We work with organizations to define **who their brand is, why it matters, and how it can grow.**

Sometimes this means **shaping direction** from the ground up. At other times, it means **connecting valuable but scattered pieces** into one coherent brand direction.

Working **shoulder to shoulder** with leadership teams, we bring **clarity** to positioning, portfolios, and priorities and thus build brands that are seen, heard, and felt for the right reasons.

OUR CONSULTANCY

Services

Business Strategy

Business and Brand Audit

Know where you stand & what's working and not

Progress Blueprint

VOSM (Vision, Objectives, Strategies, Measures)

Company DNA

VMCV (Vision, Mission, Culture, Values)

Growth Atlas

Cracking the code of expansion

Brand Strategy

Purpose Code

Define why you exist and why it matters

Brand Heart

Turn ambition into a clear, actionable strategy

Brand From The Inside Out

Activate employee branding

Category Matrix

Define your category differentiators.

Brand Architecture

Organize your brand, sub-brands, and offers

Brand Ecosystem

Build a connected world

Brand Starter Kit

Everything a start-up needs to build a brand

Communication Strategy

Concept Lab

Where ideas take shape, sharpen, and shine

Brief Excellence

Better briefs. Better work. Every time.

Pitch Orchestration

Managing the process. Elevating the outcome.

Creative Review

Structural evaluation. Smarter feedback.



PEOPLE GROWTH:

CAPABILITY WITH *Confidence*

We provide the most **comprehensive, interactive and fun-spirational** marketing training programs with real-life cases, real-time exercises and dynamic discussions.

Working closely with organizations, we **design and deliver bespoke capability journeys** that strengthen how teams interpret strategy, make decisions, brief agencies, evaluate creative work, and lead brands with greater alignment and impact.

As a result, teams grow the **confidence to lead brands at scale**. It is capability that stays because the training journey is anchored in *your* strategy, *your* people, and *your* ambition.

OUR TRAINING

Menu



Harness The Power Of Strategy

Brand Building Blueprint:
The core of your brand

Marketing Made Simple:
A non-marketer's guide

Brand Purpose:
Unlocked and in action

Unearthing Insights:
Decoding the consumer's
Mind

Concept Lab:
From thought to test



Energize The Brand

Commercial Innovation:
Digging the goldmine

Value Reframing:
A strategic advantage

Brand Ecosystem:
Connected Growth

Customer Experience:
Design to delight



Activate Its Voice

Brief and Briefing:
Fuel the creative

MarCom Excellence:
Cut through clarity

Creative Feedback:
Evaluate and elevate

Becoming the Brand:
Live it, Attract it.



Release Its Full Potential

The Digital Edge:
Future-ready marketing

Influencer Marketing:
Credibility at scale

Shopper Marketing:
Trigger the purchase

E-Commerce:
From browse to buy

**From Consideration to
Conversion:** Seal the deal

Growth Atlas: Cracking the
code of expansion



Touch Hearts

Agency-Client Relations:
The power couple

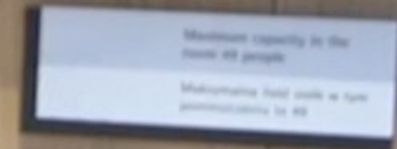
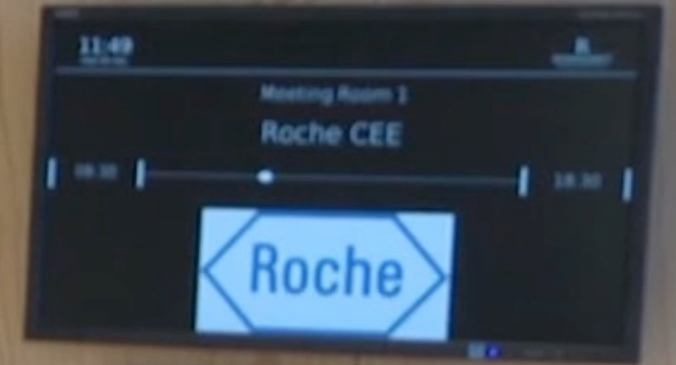
Present with Impact:
Stage ready

Storytelling for Brands:
Turn strategy into stories

Leadwell Program:
Thrive to inspire

Roche Creative Excellence Training

Click to watch video: <https://www.youtube.com/watch?v=1uclLqlwcPI>





GLOBAL PERSPECTIVE

Local Fluency

MIDDLE EAST

15+ years of hands-on expertise in Saudi Arabia and UAE.

We've grown alongside the region's remarkable transformation.

EUROPE

Active clients and strategic partnerships across 10+ countries.

Deep understanding of diverse European markets.

TURKEY

Our home base and strategic heart of operations.

INDUSTRY EXPERTISE



FMCG



RETAIL



AUTOMOTIVE



BANKING



HEALTHCARE



LUXURY GOODS



TRAVEL & HOSPITALITY



REAL ESTATE



EDUCATION



DESTINATIONS



ENTERTAINMENT



BEAUTY

SOME BRANDS WE'VE HELPED GROW



نيوم NEOM



WHY CHOOSE US AS *Your Strategic Partner*

SPECIALISTS

We focus exclusively on strategy
This singular focus has honed our expertise to perfection.

FORMER LEADERS

We have sat in your chair.
Our team brings insider knowledge from previous leadership roles.

MASTER STORYTELLERS

We help leaders articulate and present ideas with clarity, confidence,
and emotional intelligence.

QUICK & EFFICIENT

We deliver actionable strategies without endless presentations.
Your time is valuable.





OUR *Story*

OUR NAME

As our Value Proposition

The Heartfulbrands name wasn't chosen to sound soft or poetic, it was deliberately chosen to be a counter-balance to how fast, automated, and complex our world has become. In a world where AI can automate almost everything, the only competitive edge left is the part it can't replicate (at least for now), human insight, judgment, and meaning.

That's the 'heart' in Heartfulbrands.



WHERE WE *Began*



HeartfulBrands was **founded in 2021 by senior brand and marketing leaders** who spent decades inside global organizations and leading strategy work across respected consultancies.

**Before advising, we were accountable.
Before training, we were leading.
Before consulting, we were delivering.**

And we kept seeing the same gap again and again:
Brilliant strategies that didn't last.

Because even the best strategy in the world doesn't survive if the people can't activate it.

So we built a company designed to **bridge strategy and execution, thinking and doing, brand and people.**

That experience still shapes how we work today.
Grounded in reality, not theory.



Our

HEART-LED CULTURE

HUMAN FIRST. ALWAYS.

Technology is an extraordinary helping hand. But human judgment is what moves brands forward.

CREATIVE COURAGE. STRATEGIC DISCIPLINE.

We connect left-brain clarity with right-brain magic, so ideas are both bold and usable.

LESS PROCESS. MORE CLARITY.

We believe clarity should come quickly and go deep. Because strategy should move decisions forward, not slow them down.

THE HEARTFUL *Collective*



Sandy Sialom Türkmenoglu
Founder & CEO

Brand Builder - Creative Strategist
Contemporary Artist



Selin Billi Mallinson
Co-founder & Customer Lead

Brand Builder - Investor
Well-being Specialist



Karin Von Oetinger
Strategy & Growth Lead

Strategy - Growth Lead
Sports Enthusiast



**SANDY SIALOM
TÜRKMENOĞLU**

Founder & CEO

Sandy is a multi-faceted creative-preneur with 20 years of global brand-building experience.

Throughout her career, she has partnered with some of the world's most iconic brands and thought leaders from **Unilever, Coca-Cola, and Mercedes-Benz** to **Jim Stengel** and **Afdhel Aziz** across **agency and consultancy** roles.

As **co-founder and CEO of Heartfulbrands**, Sandy empowers executives to **grow** both their **brands** and their **people** combining **creative strategy** with **capability-building** to foster brands that are loved and lived by the many.

Her expertise spans **Europe** and the **MENAT** region, partnering with global powerhouses like **Roche, Bayer, Unilever, and Coca-Cola**, alongside leading regional players and government entities like **Neom, Majid Al Futtaim, Savola, Saudi Tourism Authority, and PIF**.

Previously, she served as an **executive leader at Idea Bakery** for nine years, training and consulting top C-suite leaders.

Born into advertising, with family roots in one of Turkey's first agencies, Sandy studied **Marketing and Psychology** in Geneva. She speaks Turkish, English, and French fluently.

A **passionate supporter of young talent**, she is the mastermind behind the **Next Powerbrands Festival**, an associate of **Cannes Lions Young Marketers Academy**, and a columnist for **Harvard Business Review Turkey**.

Sandy is married with two daughters, and her heart beats for contemporary art, rescue animals, and adding a creative sparkle to everything she touches.



Selin is a multi-faceted marketing professional with over 20 years of experience across brand building, product development, and digital transformation.

She has deep expertise in the banking and luxury sectors, having led brand launches for American Express, Turkish Airlines, Quintessentially, and BBVA. Her work includes creating **innovative lifestyle programs** and executing **holistic marketing strategies**, managing multimillion-euro budgets to elevate customer experiences.

Her passion for brand building evolved to include a strong focus on **customer experience** and digital customer journeys. In 2002, she **co-founded Related Digital Group**, one of the pioneering holistic marketing companies, featuring its own automation platform and customer experience design hub. The company served over 1,500 brands across 15 countries including Estée Lauder, BMW, and Siemens.

After leading the company to a successful acquisition, Selin returned to her core passion: helping businesses **build exceptional brands** through a holistic, customer-centric approach.

She lives in Germany with her husband and daughter and outside of work she is deeply interested in human potential, exploring science-based tools for personal growth and well-being.

**SELIN BILLI
MALLINSON**

***Co-Founder
& Customer Lead***



KARIN
VON OETINGER

Strategy & Growth Lead

Karin is a seasoned strategic marketing consultant and global branding expert.

She brings over **20 years of international experience** across leading **FMCG companies**, including Tadm, Ülker (Godiva/McVities), Unilever, Frito-Lay, and Colgate. Originally from Chile and now based in Turkey for the past 17 years, she combines a truly global perspective with deep regional expertise.

Throughout her career, she has shaped global brand strategies, driven growth, and led successful brand repositioning across **MENA, Europe, CIS**, and beyond managing impactful campaigns and innovation pipelines across **25+ countries**. Her core strengths lie in **brand architecture, market entry strategies**, and **brand storytelling**, helping brands stand out and connect meaningfully with consumers.

She is passionate about bridging **brand vision** with **operational excellence**, empowering leadership teams and marketers through **capability-building programs, strategic training**, and **hands-on coaching**. Her approach blends sharp strategic thinking with creativity and a deep understanding of how to turn insight into action.

Beyond her professional achievements, she is married with two children and remains rooted in both her Chilean heritage and her life in Turkey. A true global citizen, she brings cultural fluency, passion, and energy to every project committed to helping brands grow and people thrive.



MOMENTS THAT
Made Us Proud

🎉 Exciting News Alert! 🌍 Our company, Heartfulbrands is thrilled to share in the historic achievement of Riyadh winning Expo 2030! 🏆 We are honored to have played a pivotal role in building the brand for this mega event. Our team created a full fledged Strategic Brand Positioning and spearheaded the entire Brand Identity mega pitch process, collaborating with 20+ global and local agencies.

From meticulously reviewing over 100 creative submissions to selecting the perfect logo, we are proud to have contributed to Riyadh Expo 2030's outstanding achievement. 🚀 This win is a testament to the collective effort and creativity of all involved.

👏 Congratulations to Riyadh Expo 2030! 🇸🇦 We look forward to witnessing the success and global impact of this remarkable event.
THE ERA OF CHANGE: TOGETHER FOR A FORESIGHTED TOMORROW
[#Heartfulbrands](#) [#riyadhexpo2030](#) [#Expo2030](#) [#RiyadhWins](#)
[#brandbuilding](#) [#BrandIdentity](#) [#MegaEvent](#) [#GlobalAchievement](#)
[#CollaborationSuccess](#) [#ProudMoment](#) Fahd Hamidaddin
FutureBrand Hatim Alkahily



🌟 A full house. A full day. Over a hundred brilliant beauty minds. Still buzzing after an unforgettable session with the incredible [No7 Beauty Company](#) team at Boots HQ in Nottingham, a room radiating with curiosity, creativity, and passion for building brands that make people feel. Together, we decoded what truly makes a beauty brand magnetic, where emotion speaks louder than claims, and connection outshines competition. Because the most powerful brands aren't just seen or sold, they're felt. 🙌 Heartfelt thanks to [Atilla Cansun](#) and [Aaron Butler](#) for their inspiring leadership and to my brilliant colleague [Karin Von Oetinger](#) for sharing this stage of growth and purpose. [HeartfulBrands Marketing Consultancy and Training](#) is proud to have delivered this milestone training. These are the moments that remind us why we do what we do: helping brands build not just equity, but emotion. ❤️
[#MarketingTraining](#) [#BrandGrowth](#) [#Storytelling](#) [#BrandStrategy](#)
[#BeautyMarketing](#) [#BrandBuilding](#) [#BrandPurpose](#)



This award honors leaders who understand that branding is not about appearance — it is about alignment, intention, and impact. It celebrates those who help movements name who they are becoming, and design the structures that will carry them forward.

Over the past year, we co-created the new TurkishWIN positioning with deep care and courage. With clarity, heart, and strategic rigor, we rebuilt our Brand House — laying a strong foundation for the years ahead. This was not just a branding exercise; it was an investment where it counts, and a powerful gift to celebrate TurkishWIN's 15th year anniversary.

Behind this transformation stands a true uplifter, sister, and brand whisperer — someone who listens beneath the words and helps purpose find its voice.

We proudly present the Branding with Purpose Award to:

✦ **Sandi Sialom Türkmenoğlu**

Co-Founder & CEO, **HeartfulBrands Marketing Consultancy and Training**

Brand Building Consultancy & Training

Thank you for laying the foundation of the new TurkishWIN — with wisdom, sisterhood, and long-term vision. ✨

Because of you, our brand is not only clearer — it is braver, deeper, and ready for what's next. ✨



**2025
Co-Creation**

Branding with Purpose Award



Sandi Sialom Türkmenoğlu

Co-Founder & CEO,
Heartfulbrands
Brand Building Consultancy
& Training

TURKISHWIN



Aaron Butler • 1st
Global Design and Iconicity Leader - Global Head of Design
2mo •

This week we hosted Session 2 of our Beauty Brand Academy, building on the foundations we set earlier in the series around brand continuity, emotional connection and what it really takes to build brand love.

The focus this time was on how strong brand thinking and concise principles translate into action, from and through 'Beautiful Briefs'. Circa 100 of our team joined us in Nottingham, with many more online, bringing curiosity and a real appetite to learn, share and adopt.

What continues to stand out in these sessions is the power of alignment. When teams share a common language and a clear sense of intent, brand building becomes more than process. It becomes about creating meaning, cultural relevance and experiences that genuinely connect with people.

Huge thanks to **James Johnstone** for brilliant development of our briefing processes, **Tessa Cowan** for presenting how technology and AI can supercharge, and to **Sandi Sialom Türkmenoğlu** and **Karin Von Oetinger** for bringing such warmth, depth and insight into the room.

Momentum matters. When cross functional teams are aligned around shared principles, the work becomes more coherent, more confident and ultimately more human.

On to Session 3!

Atila Cansun #BeautifulBriefs #BrandLove #BrandBuilding
#Connections #Teams #DesignMatters #CreativeThinking
#DesignThinking #Marketing



WORDS FROM *The Heart*

We received the "Brief and Briefing Excellence" for our Marketing and Communications teams at Roche and I must say it is a privilege to work with a team with high energy and motivation. The methods they deliver, the workshops they designed beside their approach to the subject differentiates Heartfulbrands from any others. We have been using their templates for 2 years and our agencies regularly give us "You are one of the best companies in terms of briefing the agencies" feedback. This win-win outcome helps us to step up the creativity of our works. Our expectations perfectly matched with Heartfulbrands expertise and we aim for a continuous partnership.

Özgür Eryiğit
Communications Director Roche

I've known Sandy for 8 years. She has amazing know-how, positive energy and passion for the work she does. When they established Heartfulbrands, I had no doubt that these values and competencies would be at the "heart" of their company. In the past year, we have achieved so much together. We have planned training sessions for our marketing teams across the Danone organization and worked on multiple brands to revisit and clarify strategies that turned into action. 3 words to describe them would be agility, passion, and expertise. Heartfulbrands is much more than a consultancy company; they would be your true partners for designing your brand's growth journey. Do not hesitate to contact them for your brand's or team's needs.

Pelin Aydoğdu
Vice President, Specialized Nutrition Global Adult Portfolio · Danone

Getting Heartfulbrands to work with us on strategic branding and marketing communication projects was the best investment we've made in the last six years. It's a partnership of challenges that has delivered unquestionable rewards for Goody Brand. The team truly values its clients as they've work hard to understand the brand and the business challenge while building a deeper understanding of culture, the consumers to ensure delivery of strong communications strategies and tactics that resonate with stakeholders and deliver results. Heartfulbrands for us is all about the creative magic, limitless energy and professional work ethic that helped us achieve our business goals

Khurram Jalaluddin
CMO Goody SA

Heartful Brands bring real depth and clarity to brand building. Their frameworks have supported our teams with the delivery of practical tools to sharpen briefs, strengthen creative judgement, and build brands that consumers genuinely resonate with and love. The organization enjoyed and fed back very positively to their contribution to the brand growth of our global brands and look forward to continue our partnership. They have been a delight to work with.

Atilla Cansun
Chief Growth Officer, Boots

START YOUR *HeartfulBrands Journey*

CONNECT & DISCOVER

Let's start with an authentic conversation to understand your brand and people growth needs.

ASSESS & ALIGN

Get your complimentary Brand Heart Check: a quick pulse on where your brand and teams stand today.

PLAN & GROW

Receive your tailored Brand & People Growth Roadmap, designed to unlock your next level through strategy, and capability building.

LET'S GROW YOUR BRAND

And People Together!

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