

Alemsah Öztürk

41?29!



“ I saw an opportunity to pioneer new solutions for online advertising. ”

COUNTRY	Turkey
INDUSTRY	Prof. Services
EMPLOYEES	48
YEAR SELECTED	2009
WEBSITE	www.41-29.com

COMPANY SNAPSHOT

A self-proclaimed “gamer and dreamer,” Alemsah is a rare combination of technologically savvy, entrepreneurial skills, and artistic flair. Alemsah graduated with a degree in computer science in 2003 from Yildiz Technical University in Istanbul, one of Turkey’s most prestigious technical schools. While studying, Alemsah worked as a webmaster, Flash Designer, Creative Director, and Project Manager for various small marketing companies and start-ups. In 2006, Alemsah became the Experiential Marketing Director for JWT, one of the top marketing and advertising agencies in the world, with headquarters in New York. At JWT, his role was to create virtual reality experiences which users could associate with a brand. In addition to his job at JWT, Alemsah served as the Creative Director for Trendsetter Magazine, a monthly fashion, style, and design magazine based in Istanbul. Alemsah also channeled his interest in social networking to create LikeMind Istanbul, a forum where marketers could come together to share ideas.

While working at JWT, Alemsah noticed that Turkish marketing companies were stuck in the past, offering clients simple banner and display ads. He aspired to create a Turkish company with creative designs and technological know-how that could rival the top marketing agencies in the world and produce quantifiable results that even the most conservative of clients could appreciate. With an established track record as a thought-leader in the Turkish digital marketing space Alemsah founded 41?29! in 2007, appointing himself “Chief Happiness Officer.”

In Alemsah has taken his own advice: since the launch of 41?29!, he has founded 3 additional companies—Grupanya, a social shopping platform, Arcademonk, a social gaming company, and Dijital Buro Istanbul, a digital communications company. He is also a member of Galata Business Angels, Istanbul’s premier angel investor organization..

Going forward, Alemsah hopes 41?29! will become a hub for digital marketing innovation that puts Turkey on the map – in fact, the company name stems from the fact that Istanbul’s location is 41° N and 29°E. In terms of his work outside 41?29!, with a steady focus on creating new, innovate products, there is simply no telling how Alemsah will captivate consumers next!

On February 1st, 2012, global advertising firm WPP announced that it would acquire a majority stake in 41?29!, its first acquisition in Turkey.

ENDEAVOR AND 41?29!

Since selection, Endeavor Turkey has introduced Alemsah to global mentors who are assisting with organizational structure and human resources challenges. He has also participated in the global Mentor Capital Program.

Alemsah demonstrates his commitment by speaking frequently at universities.