

Gürok Group Appoints Filiz Akdede As General Manager Of Its Global Tableware Glass Brand LAV

Gürok Group has appointed Filiz Akdede as General Manager of LAV, its global brand operating under the Group and the world's 5th largest producer in the tableware glass sector. With over 30 years of international experience in technology and industry, Akdede will lead LAV in further strengthening its position in global markets.

Commenting on the appointment, **Esin Güral Argat, Vice President of the Board of Gürok Group**, said:

“We believe that Filiz Akdede's strong international experience in technology and industry will make valuable contributions to LAV's global growth journey. As LAV, while further strengthening our focus on design, quality, and innovation, we aim to advance our position in global markets with an agile and high-performance organizational culture. We have full confidence that Filiz Akdede's leadership will create significant momentum for this vision. We wish this appointment success and prosperity.”

Exporting to 140 countries, particularly France, Spain, and the United States, LAV directs 50 percent of its annual production to international markets. Offering innovative solutions for the food and beverage industry through its LAV Horeca brand, LAV continues to stand out as one of only three companies worldwide that design and manufacture their own production technologies.

Over 30 Years of Experience in Technology and Industry

Filiz Akdede assumed her role as of January 1, 2026. A graduate of Boğaziçi University's Department of Economics, Akdede has also completed the Creative Leadership Program at Stanford University and the Inclusive Leadership Program at Berkeley University. She brings over 30 years of experience in technology and industry.

Throughout her career, Akdede has held senior leadership positions including General Manager of HP Turkey, General Manager of HP Large Format Printing Europe, and Vice President of HP 3D Printing Worldwide. With extensive expertise in sales and marketing management, international business development, change management, and building high-performance teams, she has also taken active roles on various platforms such as Chair of TÜSİAD Information Technologies Task Force, Board Member of the American Companies Association, Member of the B20 Summit Working Committee, and Member of the EADA Business School Sustainability Committee.

Akdede was named among “*Turkey's Most Influential Women Leaders*” by **Ekonomist Magazine** in 2017 and 2018, and among the “*Global 50 Turkish Leaders*” by **Capital Magazine** in 2023 and 2024.