

Curriculum Vitae

Born in Ankara, 1953. Currently lives in Istanbul.

Speaks English, French and German.

Education:

Notre Dame De Sion French High School, Istanbul – 1971

Fort Worth, Tx. USA - Country Day School – 1972

Bosphorus University, Istanbul – Business Administration – 1976

Work:

1984 –to date

Universal Travel Services -Founding Partner and Member of the Board

www.universaltravel-tr.com

1995 – to date

Global Blue Turkey, Founding Partner

www.globalblue.com

Managing Director (1995-2014)

Chairman of the Board (2014 – to date)

Extra-Curricular

Skal International (International Association of Travel and Tourism Professionals)

1976 – to date Member of Skal International

1992-1998 – Member of the Board Skal Istanbul

1998-2000 – President Skal Istanbul

2000-2004 – Councillor for Turkey Skal International

2004-2008 – Member of the Executive Committee Skal International

2008-2009 – World President – Skal International

2008-2009 – UNWTO – Vice President of Affiliated Clubs

2009-to date – Honorary Member Skal International

<http://www.hulyaaslantas.com/presidentsjourney/index.html>

TURSAB – Association of Turkish Travel Agencies

2000-2004 – Vice Chairman

TMD – Registered Trademarks Association

2014-to date – Member of the Board

TAMPF (Turkish Federation of Shopping Malls and Retailers)

2017 – to date – Member of the Board

While studying at the Bosphorus University, Business Administration Faculty I started my career in 1973, in tourism working at travel agencies. In 1984 together with my husband, we founded Universal Travel Services, which is today one of the leading Destination Management Companies of Turkey where I am still an active partner and member of Global DMC Partners <http://www.globaldmcpartners.com/>

In 1995, again with my husband we have established a joint venture Company with Global Blue, (called Europe Tax Free Shopping then) to launch Tax Free services for tourists. I have been the Country Managing Director for 20 years and currently I am the Chairman of Global Blue – Turkey. Global Blue, active in 50 Countries, introduced also in Turkey for the first time, VAT refund Services for visitors and actively took part in the promotion and development of shopping tourism to Turkey. Global Blue provides free of charge maps and shopping guides for tourists in Istanbul, distributed at airports and major 5 and 4 stars hotels. <http://www.globalblue.com.tr/>

I have been an active member of Skal International since 1976 and have contributed to many important programs both in Turkey and worldwide. As I was the President of Skal International Istanbul, I have launched in 1998 “SKALITE AWARDS” which are today still the most prestigious tourism awards in Turkey and continue without interruption in its 20th year. The purpose of the awards was to highlight “Quality in Tourism” thus its name (skal+qualité); SKALITE. During my years with Skal International I have been actively involved in the “Eco tourism” awards that are given worldwide. During my year as the World President, I have been engaged in numerous worldwide projects and details can be seen at the following link;

<http://www.hulyaaslantas.com/presidentsjourney/index.html>

Also during the same year I have closely worked with UNWTO as the VP of the affiliated Clubs. During 2000-2004 as the Vice President of Türsab (Association of Turkish Travel Agencies) in charge of international relations, I have represented TURSAB at numerous worldwide events and organizations.

In addition to my involvement with tourism associations, I have recently been also on the board of Turkish Retailers associations. Because of my managerial role at Global Blue Turkey, I have had very close relations with all local and International Retailers which led me to the board of these organizations. At TAMPF which is the Federation of the Turkish Retail Industry, I am an active board member working mainly with Global Brands and on Tourism related Retail projects.