

Contact

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gokhanbasaran](http://www.linkedin.com/in/gokhanbasaran) (LinkedIn)

Top Skills

Director level
Prompt Engineering
Generative AI

Languages

Turkish (Native or Bilingual)
French (Elementary)
English (Full Professional)

Certifications

Artificial Intelligence: Implications for
Business Strategy
BC + AI Ecosystem
AI Upgrade for Creative
Professionals
Innovation Governance Program -
Level 2
Innovation Governance Program -
Level 1

Gokhan Basaran

Associate Director, Robert and Barbara Atkinson Centre for
Innovation and Entrepreneurship at UBC Sauder School of Business
Vancouver, British Columbia, Canada

Summary

I help businesses and entrepreneurs bring their bold ideas to life. As an advisor, mentor, and entrepreneur with hands-on experience across global markets, I've partnered with passionate teams and ambitious startups, managing P&L and driving growth.

Over the past several years, I've been deeply involved in British Columbia's vibrant startup ecosystem—connecting high-potential companies with government programs and unlocking resources to accelerate their success. This journey has allowed me to collaborate with over 200 founders, primarily in Vancouver. I'm currently focused on building strong business partnerships and taking projects from ideas to launch.

My main goal is to make a real and lasting difference. Having experienced the ups and downs of entrepreneurship firsthand, I bring a growth mindset and a passion for inspiring others to reach their potential.

I'm also excited about AI's transformative power to reshape industries and improve our everyday life. When I'm not advising, you'll find me vibe-coding and prototyping new business ideas. If you're passionate about innovation, scaling globally, or AI-driven projects, let's connect!

When sending a connection request, please share a bit about yourself if we haven't met—I'd love to learn more about you.

Experience

UBC Sauder School of Business
Associate Director, Robert and Barbara Atkinson Centre for Innovation
and Entrepreneurship
August 2026 - Present (3 months)

Vancouver, British Columbia, Canada

Sea To Sky Labs

Co-Founder

December 2022 - Present (3 years 11 months)

Vancouver, British Columbia, Canada

Sea To Sky Labs supports tech companies aiming to expand into North America, specializing in Software/SaaS. We focus on companies that have validated their business models in their home markets and are ready to scale to the next level. Through tailored programs, we prepare our portfolio companies for success in North American markets while connecting them to funding opportunities to accelerate their growth and development.

Innovation, Science and Economic Development Canada

Innovation Advisor

January 2022 - September 2026 (4 years 9 months)

Vancouver, British Columbia, Canada

At ISSED, I work closely with some of the most exciting and ambitious startups in BC, helping them navigate the complex landscape of government funding and resources to turn their bold ideas into reality. Managing a diverse portfolio with revenues ranging up to \$100M, I've helped my clients secure more than \$25M in funding to fuel their growth and expansion.

One of the highlights of my role has been leading an innovative AI-driven project that use smart technology to simplify how small businesses find the right grants. Beyond technology, I've had the privilege of contributing to the development of a national AI pilot framework—bringing together different government agencies and stakeholders to collaborate and align efforts.

Sharing insights on Vancouver's startup ecosystem has been rewarding, as it helps guide policymakers and direct resources where they can have the greatest impact. I'm also passionate about building strong partnerships with key organizations like NRC, BDC, EDC, PacifiCan, Global Affairs Canada and Innovate BC to create a more connected and supportive environment for innovators.

Empowered Startups

Startup Leader

May 2020 - August 2021 (1 year 4 months)

Vancouver, British Columbia, Canada

- * Road-mapped and mentored more than 45 ventures ranging from ideation stage through until early stage.
- * Coached and mentored all assigned ventures through a Lean startup framework

Creative Destruction Lab

MBA Honorarium Recipient

January 2020 - May 2020 (5 months)

Greater Vancouver Metropolitan Area

- MBA Honorarium Recipient for four months. Chosen from an MBA cohort of 93 students to participate in the program. Advised seed stage and series A level ventures to conduct business strategies for new market entries, fundraising and product development
- Provided strategic advisory for disruptive technology firms: Inorbit.ai (raised \$2.6 M. USD seed funding in July 2020), Shift (tryshift.com), Craver Solutions (craverapp.com) and hearo.live

Procurify

Product Marketing & Market Research Manager

May 2019 - August 2019 (4 months)

Greater Vancouver Metropolitan Area

- MBA Internship
- Assisted leadership team in preparation of product positioning strategy by analyzing competitive intelligence and product roadmap
- Prepared an intuitive and actionable dashboard on Salesforce and Pendo to track key performance metrics including average onboarding time, net promoter score, average recurring revenue and churn

Arçelik A.Ş.

10 years 10 months

Product Marketing Manager

July 2017 - August 2018 (1 year 2 months)

Istanbul, Istanbul, Türkiye

- Boosted market share of personal care product category from 1% to 12% within a year by determining a new product range and building cooperation with new sales channels like traditional, techno super stores (TeknoSA) and e-commerce (hepsiburada.com, trendyol.com)
- Doubled sales revenue in small home appliances category by setting up a dedicated merchandising team and enhancing sales in e-commerce channel

- Enhanced teamwork by recruiting and training a team of three specialists within 6 months

Marketing Communication and Brand Manager

December 2015 - July 2017 (1 year 8 months)

Istanbul, Istanbul, Türkiye

- Grew brand awareness from 30% to 60% within a year by developing marketing strategies in parallel with business targets and implementing marketing activities using online, offline channels and co-op advertising
- Generated over 200k. Instagram followers by launching a social responsibility project called “Feed Your Soul” and creating a video series of 24 episodes on YouTube
- Renewed Grundig brand’s key assets by designing innovative product content and marketing materials developed through extensive market research and competitor analyses
- Recruited and led a team of three specialists; formed skill development plans

Senior International Country Manager

March 2011 - December 2015 (4 years 10 months)

Istanbul, Istanbul, Türkiye

- Achieved highest revenue and profitability in Middle East market by working closely with local distributors; launched a product line-up in accordance with local needs
- Established business cooperation from the ground up in Nigeria, Gabon and Cameroon and produced over \$15M US revenue each year
- Awarded “Best Salesman of the Year” in 2013 among a team of 40 regional sales managers based on sales and profitability growth in Israel

Purchasing Engineer

November 2007 - March 2011 (3 years 5 months)

- Managed a purchasing budget of around \$60M US and saved over 3% of yearly budget by analyzing demand and pricing dynamics of commodity markets; negotiated with suppliers and hedged metal commodity prices

Basparmak Advertisement & Communication Co

Co-Founder & Managing Partner

April 2007 - April 2008 (1 year 1 month)

Istanbul, Istanbul, Türkiye

- Start-up focused on media planning for advertisers
- Created an innovative advertisement platform and offered rental of back-seats of intercity buses to media agencies

Education

UBC Sauder School of Business

Master of Business Administration - MBA, Business Administration and Management, General · (2018 - 2020)

Orta Doğu Teknik Üniversitesi / Middle East Technical University

Bachelor of Science - BSc, Mechanical Engineering · (2003 - 2007)