

ULAS ATAY

Strategy. Business Development. Media.

Helping organizations sharpen their position, open markets and turn ideas into media that moves people.

NEOVERSE.PRO



WHAT I SOLVE

Three problems usually sit behind the brief.

01

The position is unclear.

I define the message, audience and media strategy before money is spent on content.

02

The opportunity is elsewhere.

I identify markets, partnerships and relationships that can create commercial movement.

03

The story is not landing.

I turn expertise, people and projects into films, podcasts and social content.

WHAT YOU CAN HIRE ME FOR

Senior strategy with the ability to carry the work into execution.

01	MEDIA STRATEGY	Positioning • communication audits • campaign concepts • executive visibility • 90-day roadmaps
02	BUSINESS DEVELOPMENT	Market entry • partnerships • sponsorships • international representation • commercial outreach
03	FILM & STRATEGIC CONTENT	Brand films • interviews • podcasts • LinkedIn video • event coverage • social media systems

SELECTED PROOF

Experience across strategy, growth and production—not one narrow discipline.

A few examples of the environments in which the work has been tested.

FOUR SEASONS

Five-year relationship across multiple properties and residences, producing premium hospitality and lifestyle media.

RED BULL

Multi-year creative work across sport, music, culture, events and branded experiences in the Middle East.

BUNDESLIGA

Head of Digital work spanning New York and Cologne, including U.S. audience development and NFL/DFL cooperation.

CSUN

Global Marketing Director for a NASDAQ-listed company, leading an international team and global brand activity.

INTERNATIONAL RANGE

Useful when the market, audience or culture changes.

More than 20 years across journalism, publishing, global marketing, sports, luxury, hospitality and production.

UNITED STATES

EUROPE

MIDDLE EAST

TURKEY

Languages

English · German · Turkish · Spanish and French working knowledge

Based in Nashville. Available for national and international assignments.

HOW WE CAN BEGIN

A defined first project is usually the fastest way to test the fit.

01

Strategy Intensive

Audit, working session and a practical 90-day media and communication plan.

02

Market Opportunity Sprint

Target-market assessment, partner landscape and commercial action plan.

03

Signature Story

One high-value film, interview or podcast developed into a wider content system.

Larger projects and ongoing advisory or production partnerships can grow from this first engagement.

SELECTED EXPERIENCE

Global brands. Different sectors. The same demand for clarity and execution.

Client and project experience includes:

RED BULL

FOUR SEASONS

BUNDESLIGA

COCA-COLA

AUDI

LAMBORGHINI

BENTLEY

UNDER ARMOUR

PUMA

NFL

FORBES

DUBAI TOURISM

A CONVERSATION IS THE NEXT STEP

Where is the opportunity?

I would be glad to look at the challenge, offer a perspective and determine whether I can be useful.

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NASHVILLE · UNITED STATES · INTERNATIONAL