

Sami Basut is a Bosphorus University English Language and Literature graduate and holds a master's degree in Advertising Design. He is currently working as the Group Chief Creative Officer for AKQA Group and is responsible for the creative leadership of AKQA, 4129 Grey, Ogilvy Advertising Istanbul and Ogilvy PR Istanbul brands. He also holds the title of WPP Chief Entertainment Officer in Istanbul, innovating in brand experience and content.

Naming himself a feminist ally, he has produced a TV documentary names This Girl's Tale which has been praised as the best documentary created for a brand in Turkey. He has been a jury in many global advertising festivals like Cannes Lions, Eurobest, New York Festival, Golden Drum and a keynote speaker in many local and global marketing platforms.

In Turkey he has led the Advertising Association's Crystal Apple Awards Jury and created a full female jury to underline the necessity for inclusion in creative leadership and highlighting the female gaze.

His work transcends advertising into entertainment, art and becomes part of popular culture. His collaboration with TV shows has earned him a credit amongst the TV producers as he became a catalyst between brands and screenwriters. His collaborations with musicians like Kenan Doğulu, Orhan Gencebay, Can Bonomo has turned him into a sought out name for music album launches and recently helped Mor ve Otesi Turkey's biggest Rock Group launch their album after a decade long break. The Sirens launch and the İnönü concert has been Turkey's most celebrated digital campaigns of the year.

His most recent Coca Cola A Piece of Magic NFT campaign created for Qatar World Cup has been named as one of the best campaigns of the region. His most recent campaigns include Defacto Back to School which questions fast fashions effect on environment and starts an impactful cause for a sustainable act with green labels that bloom into trees. The Sabancı Voluntary Freedom act campaign is chosen as 2021's most effective digital campaigns by Google, in which he has helped the Sabancı Holding stakeholders to celebrate National Sovereignty Day with an action plan rather than words. A rally that invites people to clean the oceans, forests, plant trees, mend beehives for biodiversity, to paint the schools that has been harmed during the forest fires that has effected many cities in Turkey in 2021.

He acts as an ambassador of creativity in every occasion and believes ideas have the power to change the world into a better place.