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Dr Gorkan Ahmetoglu is a Lecturer of Business Psychology at University College London (UCL) and the co-founder of Meta Profiling Ltd. He has previously held the positions of Director of Management and Entrepreneurship, Director of Digital Entrepreneurship, and Director of Consumer Behaviour at Goldsmiths, University of London. He has also taught at London's City University and Heythrop University. Gorkan is the author of the book, *Personality 101*, the editor of the *Wiley Handbook of Entrepreneurship*, and has published numerous articles and reviews in leading academic journals as well as authored in Harvard Business Review and Management Today. Dr Ahmetoglu is a leading expert in psychological profiling and assessment and a business adviser and speaker in the areas of entrepreneurship, consumer decision-making, and marketing strategy. He is also an associate to Harvard's EFL Global. Gorkan consults to global organisations and the UK government, and frequently appears in media as expert adviser. His clients include HSBC, LVMH, ABF, Unilever, Google, Ford, Tesco, Sainsbury's, Asda, Mars, McKinsey & Co, BBC, Channel 4, Channel 5, The Edrington Group, the Office of Fair Trading, the Intellectual Property Office, the British Brand Groups, Government Social Research, The Grocer, *The Marketing Magazine*, and KPMG.
