with LG Electronics and Kliks. “I believe in experiences, those moments that make one’s life prettier. Today my product is people, whether that’s locals or tourists, and I love it,” says Aksay.

She says it is thanks to her experience at the Sauder S. Gilb Graduate School and the exposure it gave her to fellow students, who represented different ages, backgrounds and walks of life, that her eyes were opened to a service industry focused on people.

“At Gustavson, for the first time in my life I was creating projects with such a diverse group. It made me appreciate and understand the differences and taught me how to deal with, and take the lead in, a variety of environments. It gives you a very holistic approach, and with Gustavson’s consulting project placements it expands your horizons and opens you up to a bigger picture,” Aksay adds.

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It was during her final year that several pieces came together for Aksay: her MBA focus on management and a desire to combine her love of fashion, design, culture, and deep house music, although hip hop and dance are more popular in Vancouver. This job “on stage as DJ at some of the events.” Onstage or off, Aksay relaxes: “Aside from travelling to warm places and dining out in her natural, wilderness-like setting, so being able to rediscover the uniquely magical provincial parks in the BC Parks system—which, don’t forget, are always free to enter for day-use.”

Aksay leads a small team that includes a social media producer and digital platforms specialist, and at times, her MBA prowess has come in useful to defuse a situation. “We are working with a lot of tight deadlines, dealing with late nights and various campaigns and partners for such different events. It can become a very stressed environment, so being able to make fast decisions, plan and manage projects and people is an essential part of my job. I can honestly say my MBA experience helped me to deal with these situations.”

So how does Aksay relax? Aside from travelling to warm places and dining out in her favourite restaurants with her favourite people, music is her passion. When she’s not working at The Social Concierge, you will find her behind the decks mixing house tunes.

“I used to DJ in Istanbul and I love house and deep house music, although hip hop and dance are more popular in Vancouver. This job offers me many things, including the chance to DJ at some of the events.”

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Aksay’s passion for facilitating that remarkable experience is what makes her a natural fit for this people-focused industry.