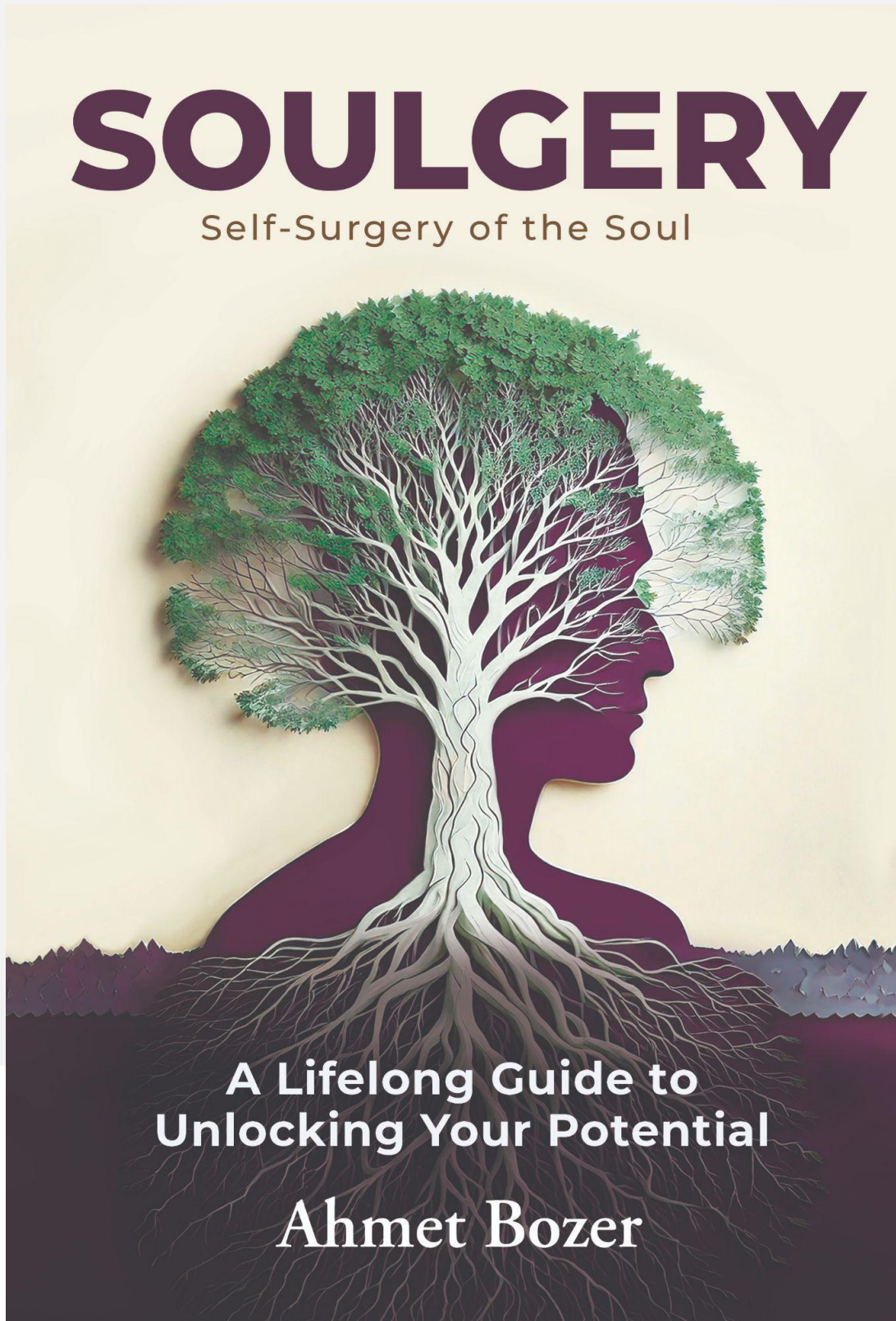


Press Kit
Ahmet Bozer
Soulgery: A Lifelong Guide to Unlocking Your Potential



Contact: Laura Finch | Email: publicity@weavinginfluence.com

Thank you for your interest in interviewing Ahmet Bozer.

Our team has created several resources for you:

- Book Description
- Ahmet Bozer Bio
- Website Link
- Interview Resources
- Image Gallery

BOOK LINK

[Amazon](#)

SOULGERY: A LIFELONG GUIDE TO UNLOCKING YOUR POTENTIAL

Nearly half of Americans report frequent stress—a dramatic increase over the past two decades. Even more concerning, the American Psychological Association’s “Stress in America 2023” report reveals that 62% face it alone, 36% feel lost on how to cope, and 33% feel constantly overwhelmed.

As external pressures mount, we instinctively look outward for relief, turning to quick fixes or external validation. Yet, in doing so, we overlook the one source of resilience always within reach: our inner self, where the ability to grow, adapt, and find fulfillment resides. The real challenge is sustaining this connection in a natural way and harnessing the power of our inner self to thrive.

Soulgery, the newest book by Ahmet Bozer—former President of Coca-Cola International and a thought leader in personal growth—offers a structured and practical approach to doing exactly that. Released on October 28, 2025, this groundbreaking book offers a structured and practical approach to unlocking ever more of one’s potential. Rather than offering prescriptive solutions, *Soulgery* introduces a way of thinking about oneself and life that turns lived experiences into catalysts for continuous growth.

What truly sets *Soulgery* apart is its rare blend of breadth and depth. While most self-help books focus on particular dimensions of growth, *Soulgery* offers a journey that is both comprehensive and profound. On one hand, it guides readers across a wide range of experiences—from growing through adversity and excelling in daily performance to cultivating meaning, opening one’s heart to love, and gaining wisdom. On the other, it takes them deep into their sense of self, revealing how it shapes every facet of their journey. Through this approach, readers naturally cultivate sustainable growth.

The Author’s Unique Perspective

Ahmet’s global leadership career, combined with his personal journey, uniquely shapes the model he presents in *Soulgery*. He distills decades of leadership experience across continents and cultures into an actionable framework for both professional and personal growth. Having lived and worked extensively in both Türkiye and the United States, Ahmet integrates the best of collectivist and individualist cultures into his approach, offering a perspective that resonates across backgrounds.

Ahmet brings *Soulgery* to life with personal stories, compelling workplace anecdotes, and thought-provoking exercises. For those ready to embark on a lifelong journey of growth and fulfillment, *Soulgery* is more than a book—it’s a trusted companion for the road ahead.



WEBSITE/SOCIAL MEDIA
LINKS

Website:
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IMAGE GALLERY

For book jacket images and
headshot, [click here](#).

BIOGRAPHY FOR AHMET BOZER

Ahmet Bozer is a renowned global leadership thought leader and former President of Coca-Cola International, dedicated to supporting individuals in their personal and professional growth journey.

Following his distinguished career spanning over 30 years and drawing on his global business leadership experience, he developed an innovative, actionable model to unlock human potential. On October 28, 2025, he released his groundbreaking book, *Soulgery*, which introduces this model—a dynamic way of thinking about oneself and life to accelerate growth as a natural consequence of lived experiences. This transformative work helps readers harness their strengths, navigate challenges, and create a future rooted in purpose and meaning.

Previously, over a 25-year tenure at The Coca-Cola Company, Ahmet held numerous strategic leadership roles. Most recently, he served as the President of Coca-Cola International, overseeing operations in more than 200 countries outside North America, with retail revenues of approximately \$80 billion. Prior to this, he was responsible for key markets such as India, Russia, the Caucasus, Central Asia, Türkiye, the Middle East, and Africa. He began his tenure at The Coca-Cola Company in 1990 as a financial controller for the IT function in its U.S. operations. Throughout his career, Ahmet served on various business councils, including the Brazil-U.S., U.S.-Pakistan, and U.S.-Turkey councils. In 2013, he was appointed Chair of the Business Council for International Understanding (BCIU), a position he held until his retirement in 2016.

Before The Coca-Cola Company, Ahmet worked in the computer auditing practice at Coopers & Lybrand. He began his career as an assistant professor at the DeVry Institute of Technology.

Ahmet serves on the Advisory Board of Swire Coca-Cola and the J. Mack Robinson College of Business at Georgia State University, and on the Board of Directors of the Turkish Philanthropy Funds. He has also served on the boards of Coca-Cola Hellenic in Switzerland, Hepsiburada, and ESAS Holding in Türkiye.

Born in İstanbul in 1960, Ahmet’s early curiosity about the world laid the foundation for his global career in strategic leadership. He earned a B.S. in Business Administration at the Middle East Technical University in Ankara, Türkiye, before relocating to the United States in 1981, where he completed a Master’s in Business Information Systems from Georgia State University. He now lives there with his wife, Fatos. They have two children, Kerem and Esra.

**SAMPLE INTERVIEW QUESTIONS FOR
AHMET BOZER**

- 1** Can you share your background and an overview of your book, *Soulgery*?
- 2** What are the three pillars of The Soulgery Model for Growth?
- 3** You talked about The Self Map as one of your three pillars. Can you explain this in more detail?
- 4** When you talk about the third pillar, the 4 Acts of Growth, you begin with “Find Your Direction” and “Aim For Impact.” Can you explain what these are and why they’re so crucial for growth?
- 5** When you explain Perform For Excellence and how it shifts the focus from intention to action, you provide some personal examples for finding one’s own rhythm for excellence. Can you share some of those examples with us?
- 6** In Chapters 15-18, you coined a term, “hacking your growth,” referring to a growth-minded approach to navigating life’s challenges. How can our audience do that?
- 7** Let’s move back to your author journey. What inspired you to write *Soulgery*, and why now?
- 8** How do you see the principles of *Soulgery* impacting relationships, communities, or even global leadership?
- 9** Can you expand on how *Soulgery* helps people 'thrive' rather than just cope with the pressures they face?
- 10** How does *Soulgery* differ from other self-help books available?