

1. Can you please introduce yourself and your organization to our business audience?

Mr. Kevin, first of all, I would like to thank you for organizing such an activity that fosters knowledge exchange and synergies. I am Kubilay Yurtsever. My academic background is in Electrical Engineering, and I also hold an Executive MBA from the University of Rome Tor Vergata. Today, I serve as the General Manager of Siderpali, an Italian company operating in the field of electrical transmission, distribution, and lighting poles. Siderpali is part of the multinational Mitas Group, the global leader in our sector.

2. How did you choose your current career?

As a child, I was always creating my own toys, often robots, which naturally led me toward electrical engineering. Over the past 30 years, I have accumulated diverse experiences: from working in the defense industry on NATO projects, to managing projects in the telecom sector with the world's first mobile videophone company, to contributing in renewable energy. Three years ago, I was appointed General Manager of Siderpali, a role in which I bring together all these experiences.

3. Can you tell us about your work? What are the exciting and challenging parts of your work?

My work revolves around bringing innovation and efficiency into a very traditional industry. At Siderpali, we redefined our commercial, financial, and procurement strategies to strengthen competitiveness. We launched significant technological and AI-driven projects to modernize operations. This transformation not only boosted efficiency but also generated strong EBITDA values, significantly increasing profitability and the company's overall value. The challenge is in balancing tradition with innovation, and that is exactly what makes the work so exciting.

4. In your view; How AI is changing businesses in general? What are common challenges to AI adaptation?

We are living through a true technological revolution that is reshaping every industry. Even in a traditional sector like steel pole manufacturing, AI is proving "invaluable". We apply AI to optimize logistics, procurement, sales, and production, enabling repetitive but intelligent tasks to be handled by software. This frees our employees to dedicate themselves to more creative, strategic, and emotionally intelligent activities. The main challenges are ensuring high-quality input data, fostering genuine employee acceptance of AI tools, and addressing the confidentiality and ethical use of company information.

5. Will AI replace humans and their jobs?

AI will indeed replace some human roles, particularly in automation and manufacturing, where robotics is advancing rapidly. However, AI will "never" possess the heart, intuition, or heuristic decision-making of human beings. For this reason, it will also create new and more qualified jobs. In my view, the number of new opportunities will exceed the number of jobs that are replaced.

6. Do you think AI should be regulated?

Yes. Users must have clarity and the ability to consent regarding how far their personal and

confidential data is processed by AI systems. Transparency is essential. At the same time, regulation must not be exaggerated to the point of becoming an obstacle to progress.

7. In your career journey, Have you had any role models? Can you tell us about them?

My role model is Mustafa Kemal Atatürk, the great leader, innovator, and founder of modern Türkiye. As I explained in my book *Startup Republic*, Atatürk's reforms can be compared to the principles of managing and scaling a startup. From forging a strong national identity to driving innovation, education, and economic reform, he built strong institutions and laid the foundations of a resilient, prosperous nation. His vision remains scalable even today.

8. In your career journey, Have you learned any lessons? Can you share some lessons-learned with our audience?

I have learned that the most powerful approach to “any” challenge is positivity. Imagine that the problem is already solved—this mindset changes everything. Then, break the challenge into smaller tasks, tackle them one by one, and remove obstacles step by step. In the end, unity and perseverance bring success.

9. What are your biggest passions and interests outside of work?

I am passionate about the arts, especially writing. Some years ago, I was awarded third place in a nationwide poetry contest in Italy. More recently, I have published two books. The first, *Startup Republic* (available on Amazon), portrays Atatürk as a visionary, disruptive entrepreneur who **transformed** Türkiye into a modern nation. The second, *From Rumi Goodnight to the Children* (currently in Italian, soon available in English), was born from my desire to bring the magic of the Turkish Philosopher Rumi's *Mathnawi*—a mystical poem of fifty thousand verses—into the world of children. These simple yet profound tales offer **universal** life lessons, inviting us to look **inward** and discover the beauty and truth within our hearts. At the end of each tale there is a correspondent QR code that connects to relaxing **specially composed** music on YouTube, enriching the reading experience.

10. If you had the chance to travel back to any moment in time — personally or historically — when would it be, and why?

I would choose the Renaissance, to be a pupil of Leonardo da Vinci. To learn directly from such a visionary and productive genius would be a privilege beyond **measure**.

11. How do you stay motivated and inspired at work?

When I set a goal, I first reflect deeply on “why” I want to achieve it. Then, I visualize it as already accomplished. This positive mindset brings clarity, confidence, and often produces impressive results almost naturally.

12. What are your suggestions for the next generation professionals when they are choosing their career paths and furthering their careers?

The key is self-knowledge. Young professionals must understand “what” they truly want—not “what society”, family, or environment expect. Once they identify their passion, they should focus on it and pursue it relentlessly. Do not focus directly on money; when you work with passion and integrity, money will follow as a natural consequence.