

# Serenas

Serenas Group has been offering its services since its inception in 1999 by means of its specialized project groups for Meeting, Incentive, Congress, and Event by boosting technology investments and improving its standards while constantly welcoming change and development and never compromising on ethical values.

The operations of Serenas digitalized rapidly through integration, RPA projects, and collaboration with start-ups on various fronts.



We were lucky to have Digitopia as our digital transformation partner. It has been a strategic partnership based on independent and objective advice. No other company could have won the minds and hearts of our employees in such a short time and gain their support for digital transformation. We owe the program's success to this initial buy-in and alignment.

**Işıl Gürbüz, CEO & Chairwoman**