

## Derya Matras named Facebook regional director

Facebook has named Derya Matras its regional director in the Middle East, Africa and Turkey. In this role, Matras will lead Facebook to serve businesses and communities and to grow the company's economic and social impact across the region.

Matras spent most of her career in emerging markets and was previously the Facebook country director for Turkey. Prior to joining Facebook, she was vice president of Dogan Media Group, the largest media conglomerate in Turkey.

She has also held leadership roles in management consulting at McKinsey & Company, advising the private sector and governments around the world, especially on the digital economy.

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