

PERSONAL PRESS PORTFOLIO

Elif Çam

Head of Global Sourcing, Sustainability & Corporate Social Responsibility (CSR) at DeFacto

Sustainable Fashion | Global Supply Chain | ESG & CSR | Circular Economy

22+ years of experience | International operations across Europe, Asia and the Far East

UN Global Compact Leaders Summit 2026 · New York (Source: Anadolu Agency)

This portfolio has been compiled from publicly available news sources.

PROFILE

Elif Çam serves as Head of Global Sourcing, Sustainability & CSR at global fashion brand DeFacto. She graduated from Istanbul University's Faculty of Business Administration and completed a master's degree in Economics at the same university. Her research on challenges faced by women in working life was published in 2017.

She has more than 22 years of experience in global sourcing, supply chain and product management in the textile industry. She has led projects across international operations in Europe, Asia and the Far East, connecting commercial objectives with sustainable business models.

EDUCATION

Istanbul University · Business Administration; Istanbul University · MA in Economics

CERTIFICATIONS & TRAINING

Business of Fashion, London · Erickson Coaching · Digital Marketing

ROLE

Head of Global Sourcing, Sustainability & CSR at DeFacto

LOCATION

Istanbul, Türkiye

CAREER AT A GLANCE

22+ years
Experience
90%
2030 sustainable materials target
50%
Better Cotton target
2050
Net-zero target

CAREER JOURNEY

Career beginnings — Human Resources Management

After graduating from Istanbul University's Faculty of Business Administration, she began her career in Human Resources and later continued her professional development through digital marketing and fashion marketing studies.

Source: Platin Online (12 November 2024)

20+ years · Global operations — Global sourcing, supply chain and product management

She has worked across international operations in Europe, Asia and the Far East, leading projects that connect commercial objectives with sustainable business models.

Source: Bestyle Magazine interview (7 February 2025)

November 2024 — Appointed Head of Sustainability & CSR at DeFacto

Having served as Head of Sourcing, Çam was appointed Head of Sustainability and Corporate Social Responsibility. The appointment was covered by business publications including Platin, Patron Rehberi and TradeAll.

Sources: Platin Online, Patron Rehberi and TradeAll (November 2024)

December 2024 — Named among the “Sustainability Stars”

She was featured in Adjust Brand's “Sustainability Stars” series. The highlighted goals included reducing water consumption by 25% and reaching 50% Better Cotton in cotton products.

Source: Adjust Brand (2 December 2024)

October 2026 — Represented DeFacto at the UN Leaders Summit

At the UN Global Compact Leaders Summit 2026 in New York, she shared DeFacto's sustainable sourcing approach in a talk titled “From Compliance to Collaboration: Sustainable Sourcing.”

Sources: Anadolu Agency and DHA (2 October 2026)

ELIF ÇAM IN THE PRESS — NEWS ARCHIVE

Appointment announcements — November 2024

Platin Online: “Elif Çam appointed Head of Sustainability and CSR at DeFacto” — a senior appointment supporting the company's 2030 sustainability goals.

Patron Rehberi & TradeAll: Announcements of Çam's appointment, highlighting her 22+ years of experience in Türkiye and internationally.

Bestyle Magazine interview — February 2025

An in-depth interview on her career journey, sustainable fashion and DeFacto's environmental goals, including the vision of “From Compliance to Collaboration.”

Sustainability Stars — December 2024

Adjust Brand's series highlighted goals including a 25% reduction in water consumption and Better Cotton certification for 50% of cotton products by 2027.

UN Leaders Summit — October 2026

Anadolu Agency and DHA: “DeFacto shares its sustainable sourcing approach at the United Nations Leaders Summit” — Çam speaking on a global platform in New York.

DeFacto Sustainability Report

According to Güncel Kadın (October 2025), DeFacto sourced 25% of its cotton consumption through Better Cotton and publishes an annual Integrated Sustainability Report.

UN Global Compact Coalition

DeFacto joined the UN Global Compact's Sustainable Supply Chain Coalition, with Çam representing the company on the coalition committee, according to a LinkedIn announcement.

HIGHLIGHTED SUSTAINABILITY PROJECTS

- **Wiser Wash:** Denim production technology that reduces water consumption by 80%.
- **Vegan Olive Leather:** A material developed from olive-industry waste, reported to reduce carbon emissions by 94%.
- **Better Cotton:** Target to source 50% of cotton products from sustainable sources.
- **Solar Power Investments:** Solar panels at DeFacto's Çerkezköy warehouses to improve energy efficiency.
- **Sustainable Art:** Projects positioning art as a tool for social change through natural and recycled materials.

“Fashion has significant potential to drive sustainable transformation. This transformation goes beyond offering environmentally friendly products; it requires a balanced and ethical approach across social, environmental and economic dimensions.”

— Elif Çam, Bestyle Magazine interview (2025)

GALLERY

UN Global Compact Leaders Summit 2026 · New York — Anadolu Agency

Elif Çam — Anadolu Agency archive

DeFacto LIFE — Sustainable Fashion Collection

DeFacto × UN Global Compact Network Türkiye collaboration

DeFacto Sustainability Reports — defacto.com.tr/surdurulebilirlik

SOURCES

- Platin Online — “Elif Çam appointed Head of Sustainability and CSR at DeFacto” (12 November 2024)
- Patron Rehberi — appointment announcement (13 November 2024) · TradeAll — news coverage
- Bestyle Magazine — “Elif Çam, Head of Sustainability and CSR at DeFacto” interview (7 February 2025)
- Adjust Brand — “Sustainability Stars: Elif Çam” (2 December 2024)
- Anadolu Agency & DHA — UN Leaders Summit coverage (2 October 2026)
- Güncel Kadın — Better Cotton interview (7 October 2025) · DeFacto official Instagram announcements
- LinkedIn — announcement of participation in the UN Global Compact Sustainable Supply Chain Coalition
- GulfTalent — professional profile · defacto.com.tr/surdurulebilirlik