

Adecco Appoints Betul Genc as SVP & Country Head of Australia & New Zealand



Sydney, New South Wales May 4, 2026 ([IssueWire.com](https://www.issuewire.com)) - Adecco has appointed Betul Genc as Senior Vice President and Country Head for Adecco Australia and New Zealand. In this role, Genc is responsible exclusively for the Adecco business across both markets.

Genc brings more than 20 years of experience with Adecco, having progressed from an operational

recruitment role to a senior executive leadership position. Her career spans multiple markets and combines global perspective with practical, on-the-ground insight into what businesses and candidates need to succeed in fast-moving labour markets.

“Having worked across ASEAN markets, I’ve seen the future of work emerge earlier and at greater speed — with AI reshaping not just roles, but how organisations think about talent, productivity and purpose,” said Genc. “Those experiences offer powerful insights for Australia as it moves through a similar transformation. At Adecco, our vision is clear: we put people first, always. We believe AI’s greatest value lies in amplifying human potential, enabling better work, better outcomes and more resilient businesses. As work continues to evolve, people remain the constant — and I’m excited to bring these regional insights to help organisations build confident, future-ready workforces designed for what comes next.”

Genc’s appointment strengthens Adecco’s focus on supporting Australian and New Zealand employers and jobseekers, bringing global expertise and local leadership to address evolving workforce challenges.

The appointment applies solely to the Adecco business in Australia and New Zealand.

ABOUT ADECCO

Adecco is a leading global workforce solutions provider and, along with Akkodis and LHH, part of The Adecco Group.

As a trusted partner for businesses and jobseekers alike, we’re on a mission to make work mean more by connecting talent with rewarding opportunities and by helping organisations build and optimize their workforce for long-term success.

Adecco provides jobs for more than 700,000 people daily and offers a full spectrum of workforce solutions; temporary and permanent placement as well as outsourcing solutions to provide ultimate flexibility for both companies and candidates.

We’re determined to play our part in changing the world of work for the better via rewarding roles, outstanding recruitment services, and a responsibility to raise the bar. As a purpose-led company, we’re committed to leading the way when it comes to Equity, Diversity & Inclusion, sustainability, and giving back.

ABOUT THE ADECCO GROUP

The Adecco Group is the world’s leading talent company. Our purpose is making the future work for everyone. Through our three global business units – Adecco, Akkodis and LHH – across 60 countries, we enable sustainable and lifelong employability for individuals, deliver digital and engineering solutions to power the Smart Industry transformation, and empower organisations to optimize their workforces.

The Adecco Group leads by example and is committed to an inclusive culture, fostering sustainable employability, and supporting resilient economies and communities. The Adecco Group AG is headquartered in Zurich, Switzerland (ISIN: CH0012138605) and listed on the SIX Swiss Exchange (ADEN).

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