

PRESS RELEASE

AI Consultant and Investor Sezgin Arslan Launches Advisory Hub

Sezgin Arslan

October 31, 2026



Sezgin Arslan, a former Turkish Navy officer and the founder of UPMAX, CabinetBoost, SteelBoost and GetPRBoost, has launched sezginarslan.com, an advisory hub where business owners can work with him on digital growth, put artificial intelligence to work and plan the sale of their companies. The site, which went live on Oct. 31, 2026, offers AI consulting in English for American business owners and in Turkish for Turkish-speaking entrepreneurs in the United States.

Arslan, who is based in Long Beach, California, served in the Turkish Navy as an anti-submarine warfare officer and later worked in public relations and filmmaking. He wrote and directed a 2016 film for the Navy that was published on the official YouTube channel of the Turkish Armed Forces. After retiring in 2017 and moving to the United States in 2018, he built marketing companies that have worked with more than 100 businesses, according to UPMAX, including coaches, consultants, multi-location franchise brands, home-improvement contractors and industrial firms.

The launch addresses a gap many small and mid-sized companies face. Owners hear about artificial intelligence every day but often lack a practical way to test it on real work, such as answering customer inquiries, preparing quotes or following up after sales calls. Arslan describes an engagement that starts with a single task, measures the time it takes before and after, and trains the team before wider use. He calls his method S.A.I.L.: survey the situation, align on one objective, integrate people and systems, then lead, learn and adapt.

"Most owners do not need another AI tool," said Arslan, a former Turkish Navy officer and the founder of UPMAX. "They need someone to stand on the bridge with their team, pick the one task that costs them the most time and make it work. The Navy taught me that a plan is only as good as the crew that carries it out in rough water. Today's rough water is AI, and I bring the same discipline to every business I work with."

The approach reflects the kinds of businesses Arslan has worked with. Coaches and consultants often want AI to handle content, follow-ups and client onboarding without losing their own voice. Franchise companies with many locations need a process that works the same way in every store, so a task is tested at one location, documented and then rolled out across the system. The Turkish section of the site walks Turkish-speaking owners in the United States through the same steps in their own language.

Arslan also invests in and acquires established businesses, and the site invites owners who are considering a sale, or who want a growth partner first, to request a confidential conversation. The companies he founded include UPMAX, a business growth and AI agency; CabinetBoost, which markets cabinet, kitchen and bath businesses; SteelBoost, a growth system for structural steel companies; and GetPRBoost, the press release platform that distributed this announcement.

Consultations in English and Turkish can be requested through the site beginning Oct. 31, 2026.

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