

CONTACT

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- PROFESSIONAL EXPERIENCE
- Senior Product Manager, Appoteket AS

Jul 2025 - Jun 2026, Norway (Contract, Remote)

 - Owned the roadmap for a launch-ready digital pharmacy platform across Mobile app and Web.
 - Led a 10-person cross-functional team across product, engineering, QA, design, and pharmacy operations.
 - Owned 5 core modules: Prescription Agreement, Single Order, Order Management, Notifications, and Medicine Cabinet.
 - Took the product from early stage development to **85–90%** launch readiness.
 - Designed pharmacist and order workflows covering prescription review, payments, shipments, change requests, and customer notifications.
 - Led AI-powered nutrition features for natural meal logging, calorie tracking, and macro insights.
- Product Manager, Insider One

Sept 2024 - Jul 2025, Istanbul

 - Led the end-to-end product lifecycle of Eureka, a B2B on-site search and discovery platform used by **40+** enterprise e-commerce brands.
 - Contributed to **~110%** ARR growth in one year by improving engagement, upsell readiness, search, merchandising, analytics, and experimentation capabilities.
 - Improved overall search CTR by **~10%** through relevance optimization, better merchandising controls, and search experience improvements.
 - Owned roadmap delivery across Search Pop-up, Search API, Suggestion API, Category API, Merchandising, Analytics, and A/B Testing modules.
 - Delivered **10+** major capabilities including hybrid semantic search, time-based merchandising, banner merchandising, facet merchandising, Analytics 2.0, and A/B testing.
 - Launched A/B testing for search campaigns, enabling customers to compare variants, measure impact, and optimize search performance.
 - Supported **high-traffic** enterprise search use cases with catalogs of up to **30M+** products/documents and complex attribute structures.
 - Worked directly with enterprise customers to improve CTR, conversion rate, no-result rate, and revenue per search.
 - Partnered with engineering, data, design, QA, sales, and customer success teams on product demos, workshops, solution design, and feature delivery.

Product Owner, P.I. Works

Jul 2021 – Sept 2024, Istanbul

- Owned roadmap delivery across 2 telecom products: ConfigureX and VantagePM.
- Worked with global telecom operators including Turkcell, DISH, MTN Group Africa, and others.
- Led VantagePM product capabilities for KPI monitoring, reporting, dashboards, anomaly detection, and traffic forecasting.
- Delivered **20+** product initiatives across telecom performance management and network analytics.
- Launched anomaly detection and traffic forecasting features to support faster issue detection and capacity planning.
- Supported pre-sales, demos, workshops, and enterprise delivery for global operator customers.

Front-end Developer Intern, JotForm

Jul 2019 – Sept 2019, Ankara

- Built responsive web interfaces and reusable UI components.
- Collaborated with developers and designers on user-facing product improvements.

EDUCATION

Atilim University — Software Engineering, B.Sc.

Sept 2016 – Jul 2021, Ankara, Turkey

Poznan University of Technology — Erasmus+, Computer Science

Jan 2020 – Jul 2020, Poznan, Poland

SKILLS

Product: Product Strategy, Roadmap Ownership, B2B SaaS, API Products, Web & Mobile Products, Stakeholder Management, Cross-functional Leadership

AI & Data: AI Product Management, LLM-based Feature Design, AI-assisted Prototyping, Prompt Engineering, Workflow Automation, Semantic Search, A/B Testing, Product Analytics

Tools: Jira, Confluence, Figma, Firebase, Claude, ChatGPT, Gemini, Google Stitch, GitHub, Postman, Excel/Google Sheets