



**Meltem Bayrak**

**Meltem is AI Projects Lead. She is specialized in digital transformation, innovation strategy, customer experience design, and product development. With a foundation in architecture and design thinking, she has the ability to move between strategic, creative, and execution layers, which enables her to work effectively with executive teams on complex transformation programs.**

**She has led numerous high-impact projects across a wide range of industries including banking, insurance, pharmaceuticals, automotive, e-commerce, and consumer goods. Her expertise lies in helping organizations identify opportunity areas, shape future-facing concepts, and bring them to life through collaborative, insight-driven processes.**

**She has also supported organizations in exploring and integrating AI and other emerging technologies into strategic initiatives, new service models, and operational workflows.**

**Throughout her career, she has played a hands-on role in shaping and delivering strategic transformation initiatives. Her selected experiences include:**

- **Leading early-stage discovery processes to uncover user needs, define opportunity spaces, and translate insights into actionable concepts.**
- **Facilitating ideation workshops and concept development sessions with cross-functional teams.**
- **Designing and orchestrating digital product development programs, from strategic alignment to execution.**
- **Guiding the exploration of AI-driven opportunities in product, experience, and process design contexts.**
- **Shaping enterprise-level experience strategies and service models across digital and physical channels.**
- **Advising senior leadership on innovation governance, product strategy, and portfolio management.**
- **Structuring and scaling product teams, defining role architectures, and embedding agile operating models.**
- **Driving UX/UI programs in close collaboration with design, product, and technology teams.**