

CEM KILIC

Product Manager

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PROFESSIONAL EXPERIENCE

CARFAX EUROPE

Nov 2023-Dec 2024

[CARFAX](#) reports present a used car's accident history, ownership, and maintenance records online.

Munich, Germany

Product Manager

- Led a global cross-functional SaaS product team of 7; pitched product strategies and technical solutions to SVP/EVP/C-level stakeholders, crafted a product roadmap aligned with strategic OKRs.
- Identified 10+ data misinterpretations through customer interviews; redesigned the vehicle damage section with UX/UI, driving a 24% year-over-year increase in customer satisfaction.
- Built an in-app feedback system using Google Tag Manager to capture real-time user insights, enabling faster, data-driven product decisions and timely resolution of user issues.

AUTO1 GROUP

May 2022-Oct 2023

[AUTO1](#) offers solutions across Europe for buying and selling used cars through its digital platforms.

Berlin, Germany

Product Manager | Jan 2023 – Oct 2023

- Led a global Scrum team of 9; developed the end-to-end last mile delivery strategy to improve operational efficiency and customer experience.
- Shipped a self-service tool that automated last mile delivery scheduling and reduced manual coordination, achieving 87% adoption and boosting delivery speed by 11%

Junior Product Manager | May 2022 – Dec 2022

- Launched a pay-on-delivery MVP to address customer hesitation with upfront payments, driving an 11% increase in units sold.

ING

Sep 2020-Mar 2022

[ING](#) is a leading European bank with over 38 million customers in more than 40 countries.

Istanbul, Turkey

Product Owner | Sep 2021 – Mar 2022

- Launched Remote Advisory Service for investment products via mobile app; boosted investment product revenue by 40%, achieving 90+% app adoption.
- Shipped a new deposit product MVP from 0 to 1 on mobile app and branches; generated over €300M in deposits within 6 months.
- Led coordination across development, legal, and risk teams; ensured regulatory compliance including REST API reporting to the Turkish Central Bank.
- Drove go-to-market execution including customer segmentation, product bundling, and multi-channel marketing; trained 1,000+ bank staff to ensure seamless rollout and high adoption.

METRO

Dec 2018-May 2019

[METRO](#) is a leading international food wholesaler and operates in over 30 countries.

Dusseldorf, Germany

Product Owner Intern, Global CRM

- Managed the roll-out of the mobile and web interfaces of the new Net Promoter Score application to 40.000 users in 24 countries with no follow-up issues.
- Led METRO Future Lab tours, showcasing AI applications in the food wholesale industry.

EDUCATION

SABANCI UNIVERSITY

2022

Master of Business Administration (MBA), GPA: 3.5/4.0

Istanbul, Turkey

- New Venture Creation, Investment & Wealth Management

KOCAELI UNIVERSITY

2020

Bachelor's Degree, Industrial Engineering

Kocaeli, Turkey

- Exchange semester in Bavaria Deggendorf Institute of Technology in 2016/2017

ADDITIONAL INFORMATION

- **Languages:** English (C1), German (C1), Turkish (Native)
- **Skills:** Product Discovery, Go-to-Market Strategy, MVP Development, Roadmapping, Prioritization, Agile & Scrum, SDLC, Cross-functional Team Leadership, Stakeholder Management, Product Marketing, Data Analysis, and OKRs (Objectives and Key Results)
- **Tools:** Jira, Confluence, Azure DevOps, SQL, Tableau, Redash, Google Tag Manager, Looker Studio, Miro, Lucidchart, Figma, Google Workspace (G Suite), Microsoft 365
- **Certifications:** Professional Scrum Master I (PSM I), Lean Six Sigma Green Belt, Service Design
- **Volunteer work:** Language Interpreter and Career Coach for refugees and migrants at [ArrivalAid](#)
- **Hobbies:** Padel, Basketball