AYDIN GUNES

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PROFESSIONAL PROFILE

Highly strategical, success-oriented, hands-on, challenge-driven Information Technologies professional with 20+ years of in-depth knowledge of organizing, maintaining, developing, and implementing information systems and projects to enable organizations to stay competitive.

Technically sophisticated and business-savvy management Professional with expertise in the design, delivery, and operations of high-performance technology solutions. Proven track record in driving successful product launches and managing end-to-end product lifecycle, with a strong background in both technical and business domains. "Hands-on" experience in all phases of the information systems life cycle, from initial feasibility analysis and conceptual design through implementation, enhancement, and operations.

Excel at translating customer insights into actionable product strategies, leveraging market research and data analysis to identify and capitalize on emerging trends and opportunities. Ability to adapt quickly to changing market dynamics and apply a data-driven approach. Agile mindset to react efficiently and appropriately to rapidly changing business environment. Role modeling the desired leadership behaviors and creating the culture and conditions to empower people to work across organizational boundaries, in multi-disciplinary teams, and service of strategic priorities.

CORE COMPETENCIES	AREAS OF EXPERTISE
➢ Leadership	➢ Agile with SAFe, Scrum, Kanban, Lean, XP, Waterfall, (Jira, Trello).
➢ Promoting collaboration	➢ IT Consulting
➢ Delivering results	➢ Technical Product Management
➢ Commercial awareness	➢ IT Solution & Architecture
➢ Multitasker	➢ Software Engineering
➢ Budgeting & Planning	➢ Aviation and Airline IT, IoT
➢ Project Management	➢ E-Commerce
➢ Strategic Account Management	➢ System Design
➢ Business Development	➢ Web Services/AWS services
➢ Business Analysis	➢ Salesforce CRM
➢ Research and Trend Analysis	

PROFESSIONAL EXPERIENCE

ALPATARO – Dubai, UAE – Founder, IT Professional / PM / Consultant   **Jan 2021 – Mar 2024**

Accomplished Project Manager and Tech Entrepreneur with a proven track record in steering digital transformation projects and establishing successful technology ventures. Adept at leading cross-functional teams, implementing innovative solutions, and cultivating strategic partnerships to drive organizational success.

Accomplishments/Key Projects
➢ *Founded ALPATARO, a pivotal technology company acting as a crucial distribution link between international vendors and the Middle East. Led a team of Information Technology experts and collaborated with IT companies throughout the META Region.*
➢ *Positioned ALPATARO as a comprehensive IT solutions provider, specializing in SaaS CRM, LMS, Software Design, and Development Solutions, contributing to the company's market prominence.*
➢ *Successfully managed vendor relationships, contracts, and renewals, ensuring optimal pricing and terms. Implemented efficient contract spending strategies, and provided analytics for commercial optimization decisions.*
➢ *Established strong relationships with cross-functional stakeholders across partners and teams, fostering a collaborative work environment.*

- *Led Digital Transformation Projects for B2B and B2C clients, ensuring alignment with organizational objectives and delivering value-driven solutions.*
- *Architected and executed the development of a comprehensive Digital Platform tailored for efficient management of Members, Groups, and Events, enhancing operational efficiency and user experience.*
- *Engineered an end-to-end IoT system for Smart Building Automation, integrating Arduino microcontrollers and AWS IoT Core, resulting in optimized resource utilization and enhanced automation capabilities.*
- *Customized WordPress websites leveraging Porto, WooCommerce, and AWS CloudSail hosting, enhancing scalability and performance.*
- *Developed RESTful API integrations with e-commerce platforms, facilitating seamless data exchange and improving operational workflows.*
- *Revamped the PMOSuite project, enhancing UI/UX and optimizing application performance utilizing Java, Spring Boot, and AWS services, leading to improved user satisfaction and operational efficiency.*
- *Conducted a thorough business plan and strategy, actively participating in all facets of business development. Formulated a robust business model aligning with the latest technology trends and market demands.*
- *Implemented a client-centric approach, engaging in effective communication with clients to understand and tailor products to their specific needs, resulting in heightened client satisfaction.*
- *Represented ALPATARO at various start-up exhibitions and events, showcasing products and the company to potential customers, partners, and investors, enhancing market visibility and fostering valuable industry connections.*
- *Conducted thorough competitor analysis, assessing strengths and weaknesses in strategy, relationships, pricing, and products. Utilized insights to refine ALPATARO's positioning and offerings in the marketplace.*

AMADEUS IT GROUP – Istanbul, Turkey - Senior Account Manager, Business Development   Mar 2017 – Dec 2020

Reporting directly to the ACU Account Director and Executive Vice President, of Airlines, EMEA, I held the dual responsibility of managing key accounts, specifically Turkish Airlines and Pegasus Airlines, while actively managing cross-functional teams and contributing to ongoing projects through comprehensive project management efforts. I played a pivotal role in business development, seeking opportunities to bridge gaps between airline companies and Amadeus through the introduction of innovative products.

Accomplishments/Key Projects
- *Successfully revitalized the Turkish market, transforming it from a declining territory to exceeding goals. This was achieved through the establishment of critical relationships with strategic clients and dedicated efforts to meet customer expectations.*
- *Conducted business development activities, identifying gaps between airline companies and Amadeus. Organized workshops to showcase Amadeus products and collaborated with relevant teams to convert opportunities into successful sales.*
- *Actively managed cross-functional teams in ongoing projects, attending status meetings, and monitoring the entire project status to ensure successful outcomes.*
- *Checked, monitored, and controlled SLA reports, ensuring adherence to service level agreements and supporting the overall performance of the company.*
- *Accomplished significant revenue growth in one of the largest contributing countries within the company, including flagship key accounts across a multi-state sales territory.*
- *Effectively fulfilled service agreements with airlines, consistently delivering on-time solutions to customers and contributing substantial profits to the company, managing contracts worth over €150M annually.*
- *Closed 8 new business contracts, enhancing yearly revenue by 10%, and strengthened relationships with key accounts.*
- *Utilized SalesForce CRM, Microsoft 360, and other tools for effective account management.*
- *Received the "Biggest Distribution Deal Signed" award for the FCA deal with Turkish Airlines.*

Turkish Airlines – Istanbul, Turkey - Software Development Project Manager   Dec 2010 – Feb 2017
Reporting to SVP Strategic Projects Turkish Airlines and managing a Team of 15.

Led the successful execution of numerous projects across diverse areas, significantly enhancing organizational effectiveness and productivity. Orchestrated the digital transformation of legacy systems into a Service-Oriented Architecture (SOA). Collaborated with cross-functional teams to integrate external partners and enhance critical systems.

Key Projects
- *Achieved an 80% cost-saving and a 90% reduction in manual operations by successfully revamping CRM and Loyalty Management Systems.*
- *Implemented project management best practices and methodologies, including Agile, Scrum, Waterfall, and Lean.*
- *Successfully managed the development and rollout of diverse projects, including Loyalty Management System (LMS), Customer Contact Centre (CRM), Loyalty Partner Management System (STAR, SKY), Delayed Baggage Tracking System, Non-Air Partner Portal for LMS (Hotels and E-Commerce platforms), LMS Mile/Points Selling and Payment Gateway Integration, Digital Transformation of the legacy system to Service-Oriented Access, LMS Mobile App, Revamping the*

Turkish Airlines Loyalty and CRM systems, LMS Integration with STAR Alliance and SKY Team Alliances, and Amadeus LMS and Altea PSS Integration.

➢ *Promoted to Senior Account Manager, successfully managing the Turkish Airlines account.*

Pegasus Airlines, Istanbul, Turkey - Product Manager and Software Development Team Leader   Dec 2004 – Dec 2010
Reporting to CTO, CIO Managing A Team of 8

Led the successful execution of multiple key projects within the Software Development Team, contributing to the advancement of organizational goals.

Key Projects
➢ *Managed projects from conception to delivery, practicing Agile methodologies.*
➢ *Orchestrated the development of critical systems including Passenger Service Solutions System (PSS), Online Reservation and Ticketing System for Airlines and Ferry Lines, Internet Booking Engine (IBE), Departure Control System (DCS), Customer Contact Centre (CRM), Flight Schedule Planning, Flight Operation Control Centre, Slot Coordination, Revenue Cost Analysis, Revenue Accounting, and Crew Planning Management.*

BS&STS Laminate Tube Packing Ind. & Trade LLC - Istanbul, Turkey - System Engineer   Mar 2003 – Oct 2004

EDUCATION AND PROFESSIONAL CERTIFICATIONS

Trakya University – Edirne, Turkey   *Sep 1996 – Jul 2000*
Bachelor of Engineering, Computer Engineering

Certifications & Training:

- Project Management (NYU Cert: N18432813)
- Agile Software Dev. and Project Man. with Scrum
- Strategic Account Management
- Advanced Sales and Negotiation
- Consultative Solution Selling
- Consultative Selling Fundamentals
- Competency-Based Interview Techniques
- Git & GitHub Bootcamp

- Oracle Database Design and Development
- AWS Certified Solutions Architect Associate (In prog.)
- AWS Certified Cloud Practitioner Certificate
- AWS Serverless Design for IoT
- Eff. Agile Java Dev. Using Maven SCM and Jenkins
- Master Spring Boot 3 & Spring Fr. 6 with Java
- Java Full Stack with Spring Boot and Angular
- Apache Camel Framework with Spring Boot

Used Technologies & Technical Skills:

Front End	Angular, TypeScript, JavaScript, HTML5, CSS3
Unit / e2e Test	JUnit, Jenkins, Angular
Back End	Java, Spring Framework, Spring Boot, Spring Security, Spring Data, JWT, Oracle JDBC, PL/SQL, Apache Camel, TALEND (ETL), Eclipse, Maven
Bus. Platforms	CRM, LMS, ERP, CMS, MRP, Core Airline, Loyalty Apps, Salesforce
DevOps	Git, GitHub, SVN, Containerization, and Deployment
Web Services	Soap, RESTful, Microservices, API Design, Design Patterns, AWS Services
Database	Oracle DB, Amazon S3, MySQL, PostgreSQL, NoSQL, MongoDB, DynamoDB
Cloud	Amazon Web Services (AWS Elastic Beanstalk, EC2, Cognito, RDS, API Gateway, AWS Amplify, AWS CodePipeLine, AWS CodeBuild, SQS, IAM, CloudWatch, IoT Core, RDS, S3, Lambda, Kinesis, SNS, VPC, Route 53, CloudFormation, Lightsail, Apache...)

PERSONAL INFORMATION

Nationality: Turkish, Bulgarian

Passport: EU Bulgarian and Turkish Passport Holder

UAE Residency Permit

Driver's License: Turkish/UAE - B Category

Languages: English(Fluent**),**

Turkish, and **Bulgarian** (Native)

Russian (Beginner)