

Baris Can

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Summary

I'm a product manager who loves bridging the gap between business strategy and product development. I'm passionate about guiding the transition to a product-focused approach. I excel at crunching numbers, analyzing markets, and using that info to craft competitive strategies. From the first flicker of an idea to a shiny new product launch, I'm on it and relish every step of the journey. My secret sauce includes robust communication, strong team leadership, and fostering a creative and collaborative environment. But at the end of the day, I'm all about delivering impressive results and pushing for consistent growth.

Experience

Product Manager, Core - Mobven

Dec '21 - Present

- I enhanced scalability and long-term growth prospects by leading the transformation from a project-based company to a product-based company. I led the end-to-end product development process and guided the products from conception to launch in the local and global markets by fostering a culture of innovation and customer-centric thinking, which has become instrumental in driving product development and company transition efforts.
- I created a comprehensive roadmap and established ambitious yet attainable goals and metrics. I led a product team of more than 15 multinationals, taking charge of product vision and direction, promoting strategic coherence, and nurturing an environment of creativity.
- I spearheaded initiatives that expanded global awareness by 30%, increasing market penetration and fostering international business relationships.
- I implemented product management practices to streamline development, optimize resource allocation, and ensure high-quality product outcomes and regularly presented reports and evaluations to critical stakeholders locally and globally.
- I employed market research with a global marketing team and competitive analysis to inform product positioning and pricing strategies to ensure a competitive edge in the market. In just 7 months, I successfully achieved 20% of the projected 5-year sales goal, showcasing the effectiveness of the new product-driven approach.

Product Coach - Global PO/PM

Aug '21 - Jul '22

- I provided one-on-one coaching and group workshops on critical product management topics including product strategy, vision, setting goals, product-market fit, product lifecycle.

Head of Product, Mobile Digital Intelligence - Ekmob

Dec '19 - Nov '21

- After achieving local market KPIs, I collaborated closely with advisors on global expansion strategies, enhancing market penetration and product adoption in new regions. I led to the launch of the product in the European market.

- I interfaced bi-weekly with investors to provide informative updates on product trajectory and strategic roadmap.
- I monitored KPIs and European market trends, using data to drive strategic decisions and lead ongoing efforts. I also ensured product compliance with industry regulations and organizational policies, acting as the critical interface between the product, sales, marketing, and customer success teams, promoting interdepartmental alignment and collaboration.
- I led and mentored a team of product managers and developed them, promoting a culture of continuous learning and improvement.

Product Manager, Mobile Sales CRM - Ekmob

Jun '18 - Dec '19

- I regularly interviewed our users in different industries. I led the company's strategic pivot from a location-based mobile CRM to a mobile sales CRM, capitalizing on observed needs and enhancing the product's value proposition for field sales teams.
- I managed the whole product life cycle, from ideation to launch, by collaborating closely with the design and development teams and the sales and customer success teams. It increased our product adoption by 35% by the sales field teams.
- I conducted A/B tests to optimize product features and interfaces, leading to a 30% increase in customer satisfaction.
- I monitored, tracked, and analyzed the functionalities of Ekmob and its key performance indicators (KPIs), ensuring optimal performance and swift resolution of any issues through data analysis using Mixpanel and Google Analytics to assess the product's market performance, leading to strategic decisions that resulted in a 20% increase in local market share.
- I acted as the primary point of contact for all product-related inquiries, including 3rd party integrations, coordinating with multiple teams to ensure prompt resolution of customer issues and continuous product improvement.
- I was instrumental in implementing the company's first agile and scrum framework.

Product Owner, Location-Based Mobile CRM - Ekmob

Oct '16 - Jun '18

- I implemented strategic initiatives that accelerated business growth by 300%. I led customer-centric strategies, resulting in a net promoter score (NPS) of 4.6/5.
- I was instrumental in defining and prioritizing the product backlog and roadmap. During sprint planning, I collaborated with the team to set realistic, strategic goals for each sprint, optimizing productivity while focusing on quality. It increased the capacity of development efforts by 20%.
- I acted as the primary liaison between stakeholders and the development team. I monitored product development progress and provided bi-weekly comprehensive reports detailing risks, opportunities, and overall performance.
- I implemented user-centric design principles and feedback mechanisms that enhanced product usability by 25%, leading to increased user engagement and satisfaction.
- I accomplished the company's first global sales and secured seed funding for further growth.

HR Intern - Ziylan Group

Jan '14 - May '14

Planning Intern - Turkish Technic

Sep '11 - Oct '11

IT Intern - Coca-Cola Icecek

Jun '07 - Jul '07

Education

M.Sc. in Marketing Communication - Bilgi University (Istanbul, Turkey)	Jan '21
B.Sc. in Industrial Engineering (English) - Arel University (Istanbul, Turkey)	Jul '14
Erasmus, Industrial Organisation Engineering - Universidad de Deusto (Bilbao, Spain)	Jun '12
Associate, Computer Technology and Programming - Kultur University (Istanbul, Turkey)	Aug '08

Volunteering

Student Mentor, Istanbul Bilgi University	Dec '21 - Jun '22
Education Volunteer, The Educational Volunteers Foundation of Turkey	Mar '14 - Nov '18