Berkay Vuran | Lead Product Manager

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Executive Summary

Results-driven product manager with 6+ years of progressive leadership experience, specializing in scaling product teams and driving organizational transformation. Proven track record of leading cross-functional teams up to 12 members, delivering 150% revenue growth, and managing products serving 6+ million users. Expert in combining data-driven product strategy with servant leadership principles to build high-performing teams across AI, PropTech, and enterprise sectors.

Core Value: Transforming product vision into measurable business outcomes through strategic team leadership and agile methodologies.

Leadership & Strategic Competencies

Product Leadership: P&L responsibility • Product roadmap strategy • Go-to-market execution • Customer discovery & validation

Team Management: Cross-functional team leadership (12+ members) • Talent development & coaching • Performance optimization • Change management

Business Impact: Revenue growth acceleration • Market expansion strategy • Stakeholder alignment • Strategic partnerships

Operational Excellence: Agile transformation leadership • Process improvement • Quality assurance • Risk management

Professional Experience

SESTEK **Ankara (Hybrid)**
Lead Product Analyst, AI-Powered Enterprise Solutions *09.2024–Present*
- **Product Portfolio Leadership:** Direct cross-functional product team (12+ members) managing AI conversation platform products with 30% velocity improvement
- **Strategic Alignment:** Orchestrated product strategy across engineering, sales, and customer success, reducing development rework by 25%
- **Team Development:** Established mentoring program for 3 junior product professionals, achieving 100% retention and internal promotion rate
- **Customer Success:** Implemented structured feedback loops and escalation management, improving customer satisfaction scores by 40%
- Led product discovery initiatives resulting in 2 new AI features generating $2M+ pipeline value

Emlakjet (iLab Ventures) **İstanbul (Remote)**
Senior Product Manager & Agile Coach, Leading PropTech Platform - 2M+ Users *11.2022–09.2024*
- **Product Strategy:** Led end-to-end product lifecycle for core marketplace platform, driving 35% user engagement increase
- **Agile Transformation:** Spearheaded organization-wide agile adoption across 2 product teams (8 members), achieving 40% velocity improvement
- **Innovation Leadership:** Championed ML/AI technology integration including NLP-powered property matching, increasing conversion by 25%
- **Data-Driven Excellence:** Established analytics framework and KPI dashboard for data-informed product decisions across all teams, managing end-to-end
- Mentored 2 Product Owners in advanced methodologies, both receiving promotions within 12 months

Navlungo İstanbul (Remote)

Product Owner, International Logistics Platform - Deloitte Fast 50 01.2022–11.2022

- ○ **Global Product Strategy:** Led international expansion across 3 continents and 230 countries, managing complex multi-market product requirements
- ○ **Hypergrowth Management:** Scaled platform to support 70K users and 1M+ transactions, contributing to 150% sales growth
- ○ **Business Intelligence:** Architected AWS QuickSight analytics platform, enabling real-time operational insights and strategic decision making
- ○ **Cross-Functional Leadership:** Coordinated 6-person international team including engineering, design, and business development
- ○ Established product metrics framework tracking 15+ KPIs across customer acquisition, retention, and revenue

Etiya Ankara (Hybrid)

Senior Business Analyst & Team Lead, Global Telecom Software Solutions 11.2021–01.2022

- ○ **Process Excellence:** Established documentation and analysis standards for 4-person team using Atlassian suite
- ○ **Quality Assurance:** Developed comprehensive UAT framework, reducing post-launch defects by 20%
- ○ **UX Leadership:** Led user research initiatives improving product adoption rates across enterprise clients
- ○ Created standardized business analysis methodology adopted company-wide across 6 product teams

Turkish Ministry of Health Ankara

Product Owner, Public Sector Digital Transformation 02.2019–11.2021

- ○ **Large-Scale Impact:** Product owner for ALO184 SABİM platform serving 6 million annual users with zero critical incidents
- ○ **Stakeholder Management:** Coordinated complex requirements gathering with C-level executives and technical teams
- ○ **Digital Innovation:** Designed and launched Meeting Point Web Application supporting 100K annual users
- ○ Led user research across 81 provinces, establishing user-centric design principles for government digital services

Technical & Product Expertise

Product Management: Product Strategy, Roadmap Planning, Feature Prioritization, A/B Testing, Customer Development, Market Research

Analytics & Insights: AWS QuickSight, Google Analytics, SQL, Tableau, Power BI, Mixpanel, Amplitude

Product Tools: Jira, Confluence, Figma, Miro, Azure DevOps, Notion, Productboard, Aha!

Methodologies: Agile, Scrum, Kanban, OKRs, Design Thinking, Lean Startup, Jobs-to-be-Done

Technology: API Integration, Cloud Platforms (AWS), Machine Learning, NLP, Database Design

Professional Certifications

Project Management: PMP

Product Management: PSPO, PSM, PSU, PSD

Leadership: PAL, PSFS

Education

Hacettepe University

MSc, Organizational Behavior, High Honors (3.86/4.00) 2019–2024

Thesis: "The Effect of Locus of Control and Gender on Work Alienation: A Study on Remote Workers"

Anadolu University

ASc, Web Design & Development, Honors (3.08/4.00) 2020–2022

Technical foundation in web technologies and user experience design

Hacettepe University

BSc, Psychology, High Honors (3.55/4.00) 2013–2017

Specialization: Industrial & Organizational Psychology - Focus on team dynamics and user behavior

Key Leadership Achievements

Team Performance: Led agile transformation improving cross-functional team productivity by 40% and reducing delivery cycle time by 25%

Business Growth: Contributed to 150% revenue growth through strategic product decisions and market expansion initiatives

Scale & Reliability: Successfully managed products serving 6+ million users with 99.9% uptime and zero critical incidents

Talent Development: Mentored 8+ product professionals with 100% promotion rate; established company-wide mentoring program

Innovation Impact: Led introduction of AI/ML capabilities generating $2M+ in new business pipeline value

Operational Excellence: Established standardized product processes adopted across 6+ teams, improving delivery predictability by 35%

Additional Information

Languages: Turkish (Native), English (Professional Proficiency)

Leadership Style: Servant leadership with focus on team empowerment, psychological safety, and continuous learning culture

Industry Focus: AI/ML Products, PropTech, Enterprise Software, Digital Transformation, International Markets