curriculum vitæ of
Celen Naz Otken
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EDUCATION

University College London, UK   OCT. 2021 - NOV. 2023

MRes in Management: Operations & Technology: with full scholarship & studentship awarded by UCL School of Management
Thesis: Vaccine Sharing Among Countries: Effects of Priority Dynamics, Pandemic Conditions and Inter-Country Travel

Koc University, Turkey   SEP. 2019 - SEP. 2021

M.Sc. in Industrial Engineering (GPA: 3.91 / 4.00): with full scholarship & studentship awarded by Koc University
Thesis: Making Opportunity Sales in Attended Home Delivery
Activities: Research funded by the Scientific and Technological Research Council of Turkey (TUBITAK), Research Assistant, Teaching Assistant for courses INDR371, Operations & Facilities Design and INDR344, Modeling & Simulation

Ozyegin University, Turkey   SEP. 2014 - FEB. 2019

B.Sc. in Industrial Engineering (GPA: 3.78 / 4.00, ranking first among the graduates of Fall 2018, high honor student): with full scholarship & studentship awarded by Ozyegin University
Activities: INFORMS OR & Analytics Student Competition Team Leader, CEOx1 Day Finalist / Winner, Teaching Assistant for the course BUS101: Introduction to Decision Making, Peer Advisor
Exchange semester at *Queensland University of Technology, Australia* in Feb. 2017 – July 2017

RESEARCH STUDIES

Postgraduate Researcher, UCL School of Management   10/2021 - 11/2023

Top UK business school ranked 2nd for management in Research Excellence Framework 2021, renowned for world-class research
Biweekly report to Research Supervisors and bianually to the Department

- Analysed the vaccine hoarding behaviour of countries under differing COVID-19 pandemic conditions among different nations

- Developed game-theoretic models to show how countries order vaccines under inter-country travel and scarce vaccine capacity

- Showed that different levels of inter-country travel can induce either hoarding of vaccines or cooperation among countries depending on vaccine prices, infection costs of individuals or the available vaccine capacity

Research Assistant, Koc University   09/2019 - 09/2021

Prominent Turkish research university ranking first in Turkey according to Times Higher Education World University Rankings 2023
Reported weekly to Thesis Supervisor and bianually to the Department

- Conducted research on innovative applications of vehicle routing problems and related business models

- Investigated revenue maximization and service quality optimization pain-points in collaboration with grocery industry partners

- Introduced push notifications as a demand management tool in last mile delivery to generate revenues with scarce resources at hand

- Developed a novel mixed-integer optimization model that decomposes into a routing problem and several customer selection problems and finds an optimal push notification portfolio to send to target customers in a short amount of time

- Used CPLEX, Python and pandas, OSMnx, networkx, numpy, docplex packages for implementing mentioned optimization models

- Provided significant increase in profits without hurting service quality with developed models under differing time windows, notification response times and probabilities, number of customer that placed an order and basket sizes

Team Leader, INFORMS OR & Analytics Student Team Competition   10/2017 - 05/2018

Global student contest by INFORMS focusing on operations research and analytics challenges for practical solutions
Reported weekly to Research Supervisors

- Lead the team in optimizing the contents of a financial portfolio in order to minimize the tradeoff between the risk and the return of it with a two-step GRASP-based heuristic approach, which extends the Markowitz portfolio theory problem to practice

- Analyzed monthly S&P 500 data of ten years and created a unique portfolio for each of these monthly periods that is the most desirable in terms of expected returns and other KPI's

- Accomplished to participate at the finals in Baltimore, Maryland in INFORMS Analytics Conference 2018, among 7 other teams

EXPERIENCE

Associate Product Manager at Google   07/2025 – PRESENT

Working for the Health Ecosystem team, helping end users manage and control their health data and own its' privacy

- Drove initial competitive analysis and deep-dive research into Apple and Samsung Watch user behaviors in partnership with UXR and Insights. This work closed critical knowledge gaps and validated prioritized health features for the 2026 roadmap.

- Lead the investigation into new end-user metrics, synthesizing inputs from Research Eng and Leadership to reach a critical go/no-go decision, protecting the team that prevented the pursuit of "false positive" signals. Developed a new solution for mobile-only users and authored low-fidelity UI wireframes to maintain project momentum despite UX resource constraints.

- Directing the definition of email and in-app promotion structures for upcoming device launches, securing agreement across Legal, Marketing, Eng, and PM. Delivering finalized specifications that mitigated legal risks and unblocked the team's launch timeline.
- Currently directing a massive overhaul of the "Connecting to Fitbit" screen in the Fitbit app, changing it into a control centre for all device and app connections.

Associate Product Manager at Google   07/2024 – 07/2025
Worked for the Android Google Application team, estimated to have billions of MAU's

- Orchestrated a comprehensive one-year roadmap for Song Search, using market research and competitive analysis to define foundational recommendations aimed at increasing total search visits through song search functionality by 40%.
- Launched Song Search QST v2, increasing success rate by 45%; delivered History and Promo projects to 90% completion, ensuring a seamless transition to reach 100M users.
- Developed an extensive scoring system for app UI and interactivity standards together with Eng and UX and facilitated collaboration across 10+ partner teams, successfully communicating strategy to leads to drive organizational alignment.
- Boosted app navigation utility and engagement by launching new navigation bar icons and a reskin of suggestions, increasing the CTR of the Home icon by 2.20% and search visits by Gen-Z by 0.058% through proactive problem-solving and data-driven testing.
- Directed the massive coordination efforts for migrating the app to the new dark mode across 10+ feature teams, authoring comprehensive documentation and timelines that served as the primary artifact for driving cross-functional stakeholder agreement

Data Science Project Specialist at Ozyegin University   02/2019 – 09/2019
Distinguished Turkish higher education institution fostering innovation and academic excellence
Reported weekly to the Head of the Strategy and Institutional Development Office

- Investigated technical needs of employees and university graduates in collaboration with the university officials and other institutions
- Facilitated the development of curriculum for data science and technology courses given in university and to other institutions
- Provided teaching assistantship for the aforementioned courses
- Utilized Excel VBA to conduct financial analysis for trainings given and internal budget analysis for the Strategy and Institutional Development office: spreadsheets automated time-consuming tasks previously done manually and were utilized department-wide

Journal Publications

1. Otken, C., Yildiz, B., Arslan, O., Laporte, G. (2023). Making Opportunity Sales in Attended Home Delivery. *Computers and Operations Research, 160.* `https://doi.org/10.1016/j.cor.2023.106362` *-featured in Harvard Business Review Turkiye*

2. Otken, C., Organ, Z., Yildirim, C., Camlica, M., Canturk, V., Duman, E., Teksan, Z., & Kayis, E. (2019). An extension to the classical mean–variance portfolio optimization model. *The Engineering Economist, 64(3), 310-321.* `https://doi.org/10.1080/0013791X.2019.1636440`

Projects

Web Scraping and Price Estimation Project   03/2023 - 05/2023

- Scraped second-hand Porsche car ads published between the dates 26/03/2023 - 30/04/2023 from sahibinden.com using Scrapy and Gecko Driver
- Built a price estimation model using CatBoost regressor after data cleaning, resulting in an 84% R^2 score
- Visualised and summarised the scraped data and published these as a dashboard using Dash and Heroku

Honors

Scientific and Technological Research Council of Turkey National MSc/MA Scholarship recipient   September 2019
For studies at **Koc University**, upon entrance (September 2019) until graduation

Finalist, CEOx1Day competition   April 2018
Accomplished to be one of the 15 finalist students in the competition organized by **Odgers Berndtson Turkey**, to be paired with the CEO of Zorlu Holding to spend one day with him, by competing rigorous workshops, case studies and tests

Honorable Mention, INFORMS OR & Analytics Student Team Competition   March 2018
As a team, we secured a spot among 8 finalists in the competition, earning honorable mention in Baltimore, MD, USA

Test Scores

TOEFL: Reading: 27, Listening: 30, Speaking: 27, Writing: 29, **Total: 113**   November 2020

GRE: Quantitative: 168, Verbal: 152, Analytical Writing: 4.5   OCTOBER 2020

SKILLS AND CERTIFICATES

Strong knowledge of **Python** and relevant packages: **numpy, pandas, scipy and matplotlib**. Strong knowledge of the solver **CPLEX**, **Dash**, **Arena Simulation Software**, and **Microsoft Office programs: Excel, PowerPoint, Word, Outlook**. Working knowledge in **VBA for Excel, SQL and AMPL**. A2-level knowledge in **Spanish**, fluent in **English**.

Completed certificates: **Deep Learning Specialization**: deeplearning.ai (Coursera, issued in May 2020), **Python Data Essentials, Analysis & Representations**: Rice University (Coursera, Aug 2019), **Introduction to Data Science in Python**: University of Michigan (Coursera, Feb 2019), **Agile Software Development**: Projera (2018)

EXTRACURRICULAR ACTIVITIES

Engaged in the prestigious **inzva hackerspace Deep Learning Study Group**, January to May cohort.   01/2020 - 05/2020