

# Çağdaş Ağırtaş

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## Summary

Çağdaş has a diverse background in engineering, international trading, project management, and product management roles in marine and computer software companies. He has also gained entrepreneurial experience by establishing an international trading company, leveraging his business and product development knowledge. Currently, his focus is on developing web and mobile applications using machine learning technologies in the SaaS B2B industry.

## Experience

### Insider

Full-time . 2 yrs 8 mos

Ankara, Turkey

### Product Manager II - Messaging, WhatsApp

Feb 2023 - Present (11 months)

Insider is a recognized WhatsApp Business Solution Provider (BSP) dedicated to developing a robust messaging and commerce platform for medium to large partners. Our goal is to help our partners scale audience engagement, boost sales acceleration, and enhance customer support outcomes.

As the Product Manager, I am responsible for shaping the vision, defining the strategy, and establishing success metrics for our platform. We follow an agile development methodology, working closely with our dedicated development team. Our approach involves leveraging Insider's comprehensive Cross Products and Data Platform capabilities, seamlessly integrating them with Meta's WhatsApp Business API capabilities.

By combining Insider's expertise and Meta's WhatsApp Business API capabilities, we aim to provide our partners with a comprehensive solution that empowers them to optimize their WhatsApp business accounts. Our platform is designed to enable seamless communication, targeted messaging, and data-driven insights, helping partners achieve their business objectives efficiently and effectively.

## **Product Manager II - Machine Learning, AI, Segmentation**

Jun 2021 - Feb 2023 (1 year 9 months)

As a Product Manager at Insider, I specialize in Machine Learning-generated segmentation products that combine a wide range of personalization capabilities across web, mobile app, and messaging channels. I oversee the Delphi predictive ML segmentation engine, which analyzes customers' historical data and real-time actions to predict their future intent and actions.

In my daily role, I am responsible for:

Defining and driving product line strategy, communicating the vision to customers and partners, and collaborating with them to define the product experience and translate high-level business needs into functional requirements.

Creating and managing near-to-mid term product roadmaps, considering priorities, trade-offs, and constraints, and working closely with engineering to execute the plan.

Defining go-to-market strategies and pricing for new and existing products, conducting financial planning and analysis, and monitoring the financial health of the product.

Collaborating closely with Product Marketing to support the launch and growth of new products and features, and staying updated on current and emerging technologies and market/industry trends to inform platform strategy.

Insider is a global leader in personalized, cross-channel customer experiences among CDP products and is recognized as one of the top 9 B2B SaaS unicorns worldwide.

## **ByNoGame**

Full-time . 8 mos

Nov 2020 - Jun 2021

Izmir, Turkey

## **Project Manager**

As a Project Manager at ByNoGame, I played a key role in implementing AI-powered chatbots, AI-powered search tools, and a Customer Data Platform (CDP) into web systems. I gained hands-on experience with these products and utilized waterfall methods with service providers to ensure detailed project scopes, timelines, and resource management.

ByNoGame is an industry leader in innovative e-commerce, specializing in online in-game items and e-pins for popular desktop and mobile games. With over 4 million registered users and more than 15,000 unique daily visitors, we focused on creating customer-oriented services in a fast-moving environment.

## **Eciens Gıda Denizcilik ve Dış Tic. Ltd. Şti.**

Nov 2018 - Oct 2020 · 2 yrs

Izmir, Turkey

### **Co-Founder**

As a Co-Founder of Eciens, I joined forces with industry experts in engineering and international trading to build products and offer services in the seafood, aquaculture, and marine industries. Our focus was on providing agile solutions that reflect our core values and culture, as the trade model of the new era demands fast, reliable, problem-solving, repeatable, and constant relationships.

## **PMS Polietilen Mamülleri San. Tic. A.Ş.**

Full-time · 5 yrs

Izmir, Turkey

### **Project Manager**

Jan 2015 - Nov 2017 (2 years 11 months)

As a Project Manager at PMS Polietilen Mamülleri San. Tic. A.Ş., I took on various responsibilities in designing and executing projects related to turnkey marina tenders, floating docks, jetties, pontoons, personal watercraft/lifts, wave breakers, attenuators, security barriers, building offshore fish cages, mooring systems, and their applications in Europe, Africa, and the Middle East regions.

In my daily role, I am responsible for:

Managing the entire product lifecycle, from conceptualization to production and commissioning. Leading design and construction projects for turnkey marine applications.

Designing layouts and preparing quotations based on tender specifications.

Overseeing local and international marine projects, from manufacturing to commissioning.

### **Project Specialist**

Dec 2012 - Jan 2015 (2 years 2 months)

In the role of Project Specialist at PMS Polietilen Mamülleri San. Tic. A.Ş., I collaborated with the sales team to prepare private and commercial floating dock and application projects. I gained a deep understanding of area conditions and customer needs in order to design the best systems.

In my daily role, I am responsible for:

Preparing shop drawings, approval drawings, and as-built drawings. Overseeing the installation and mooring of floating applications. Managing social media and web pages.

## Education

Mersin University

BS, Aquaculture & Marine Engineering 2003 - 2010

## Licenses & Certifications

PMP® Certification Training Course

UC-f ebb5b9a-d605-419f-b98e-8af5e05b04a0

Front End Development Libraries - freeCodeCamp

JavaScript Algorithms and Data Structures - freeCodeCamp

Machine Learning A-ZTM: Hands-On Python & R In Data Science

## Skills

Product Management • Stakeholder Management • Working Experience • Product Vision • Project Management • Product Planning • Artificial Intelligence (AI) • Message Development • CDP • Business Development • B2B SaaS Development