**EDA TOPUZ**

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**EDUCATION**

# Claremont McKenna College – Claremont, CA May 2022

## Bachelor of Arts in Economics and Data Science and Fellowship in Innovation and Entrepreneurship

* **Relevant Coursework**:​ Data Mining, Intro to Computer Science, Data Science, Human-Centered Design Engineering, Introduction to Neuroscience, User Experience Design, Statistics, Economics of Innovation

# EXPERIENCE

# SAP SuccessFactors – San Francisco, California Sep 2022– Present

Lead product for Career Site Builder, B2B2C platform that enables 4K+ enterprises to create branded career sites, publish jobs at scale, and power personalized job discovery for millions of candidates

**Product Manager II**

**Unify Data Model Project**

* **Launched AI product suite scaling from 0→1M API calls/month** serving 1K+ customers in 12 months, shifting enterprises from traditional search to skills-based hiring/job discovery
* Shipped 3 core 0→1 AI features (intelligent resume matching, explainable Skills Cloud, and similar jobs) by **leading 19 engineers across 2 agile teams through rapid 2-week sprint cycles**
* **Improved candidate-job matching accuracy by 60%** through algorithm optimization, reweighting key skill signals 5x and refining matching logic to reduce customer churn
* **Boosted conversion rates 18% through growth experimentation,** running 15+ A/B tests on onboarding flows with UX team to optimize the complete user journey from resume upload to job application
* Enabled immediate EU market expansion by building privacy-first GDPR-compliant AI systems with legal/compliance teams, **unlocking deployment across 25+ countries**

**Product Manager I**

**AI Skills Project**  *Sep 2022 – Mar 2024*

* **Re-architected job discovery infrastructure,** replacing legacy batch processes with real-time APIs, **unlocking 80% more structured data and reducing latency by 65%** across 4K+ enterprise customers
* **Increased job apply rates by 35%** on customer career sites by redesigning Career Site Builder with key UX improvements in job discovery including faceted filters, real-time alerts, and redesigned result cards
* **Drove 220% adoption of new Unified Data Model across 3K+ enterprise customers in 6 months** by leading 10+ webinars, building migration tools, and conducting 1:1 sessions with Fortune 500 decision-makers to overcome initial resistance

# Launched Interactive Job Map feature, increasing on-site position apply rates by 28% for location-dependent roles

# Product Space – Claremont, California June 2021– May 2022

*Advisor, Co-Founder and President*

* Founded and scaled Claremont's first product management fellowship program, attracting 200+ applicants and mentoring 28 selected students

Designed comprehensive curriculum where students first mastered PM fundamentals through weekly workshops, then applied their learning to tackle real-world product challenges from partner companies

* Led 5-member executive team in program delivery, resulting in 80% of student projects being successfully implemented by companies

# Rocket – San Francisco, California Sep 2020 – Jan 2021

## Product Management Intern

* **Built AI Sourcer from concept to production,** reporting directly to Chief Product Officer, helping recruiters auto-surface top candidates and replacing hours of manual sourcing through ML recommendation systems with continuous feedback loops
* **Drove 43% user acquisition through complementary Chrome Extension** that enables direct LinkedIn outreach, managing development, testing and growth optimization via A/B testing
* **Shipped 15+ feature improvements in 4 months** through rapid iteration and direct customer discovery, interviewing 10+ customers to validate product-market fit and optimize user workflows

# Owned marketing website launch and collaborated with sales team on email marketing campaigns and LinkedIn ads, conducting SEO keyword analysis that increased CTR by 63%

# The Hive Center for Innovation – Claremont, California May 2020 – Jul 2020

## Human-Centered Design Intern

* Designed comprehensive Human-Computer Interaction (HCI) research study in order to develop human-centered solutions to aid higher education’s remote learning which resulted in the creation of an online platform adopted across US and China educational institutions
* Conducted usability studies with various online learning tools, interviewing 18 stakeholders, prototyping solutions to address product feature gaps, and presenting findings to higher education stakeholders.

# RESEARCH & TECHNICAL PROJECTS

**Ngage Live Chat User Behavior Analysis Capstone Project**

* Led analysis of 95GB of raw event tracking data, designing and implementing SQL indices and data cleaning strategies to handle 80M+ rows of visitor tracking data
* Engineered data pipeline using SQL and Python to process user behavior data, developing indicator variables and implementing regex for device type extraction
* Conducted multivariate analysis revealing key conversion patterns across user systems, temporal factors, and referrer domains, achieving statistically significant insights for traffic optimization
* Engineered efficient querying system through strategic indexing, enabling rapid analysis of large-scale event data

**Senior Thesis in STEM Labor Market**

* Conducted comprehensive statistical analysis of STEM wage and job satisfaction disparities between high-skilled immigrants and U.S. citizens using 17-year NSCG dataset (1993-2010)
* Developed advanced log-linear regression models with interaction terms to analyze citizenship impact, implementing controls for demographic and employment factors
* Applied categorical regression to uncover key trends: temporal wage gap patterns, education-level impacts on disparities, and H-1B visa reform effects
* Recommended initiatives like targeted job training programs and salary transparency policies to mitigate disparities and support equity in the STEM job market

**SKILLS & INTERESTS**

* **Technical**: Python (Pandas, NumPy, Scikit-learn), R, SQL, Tableau, Jupyter Notebooks, Figma, User Research Design