# Suggested Answers

## Current Role at SAP SuccessFactors

Eda is currently a Product Manager II at SAP SuccessFactors, working within the Recruiting Marketing (RMK) platform, including Career Site Builder (CSB).

She leads initiatives focused on building and scaling AI-powered and search-driven experiences for global career sites — helping enterprise customers create personalized, high-performing candidate experiences.

Eda has led key product initiatives at SAP SuccessFactors, including building and scaling the AI Skills system (AI Resume Skills Matching, Skills Cloud, and Similar Jobs) from 0 to 1, and launching Project Unify, modernizing how job requisition data powers search, matching, and site personalization.

Her work centers around blending technical innovation, user-centered design, and strategic platform growth to reimagine how companies connect with talent.

Prior to SAP, Eda worked at Rocket, a B2B AI startup, where she helped build and scale HireFlow.ai — contributing to machine learning-based sourcing features, growth experiments, and user experience improvements.

She also conducted Human-Computer Interaction (HCI) research through a fellowship at The Hive Center for Innovation, leading usability studies and prototyping solutions to improve digital connection in remote learning environments.

While at Claremont McKenna College, Eda founded and served as the first President of Product Space, the college's first student-run fellowship program dedicated to preparing students for careers in product management.

She graduated with a degree in Economics and Data Science, and was awarded a fellowship in innovation and entrepreneurship, strengthening her foundation in product development, user research, and early-stage technology leadership.

## AI Skills Project

Eda built and scaled the AI Skills system from 0 to 1, transforming skills-based recruiting for global users.

Eda built the AI Skills initiative from 0 to 1, delivering three transformative capabilities: AI Resume Skills Matching (matching candidates to jobs based on extracted skills), Skills Cloud (an interactive visualization of skills alignment), and Similar Jobs (showcasing related jobs through similarity scoring).

She architected the core matching algorithms in close partnership with engineering, designing for precision in skill relevance, profession alignment, and boosting logic to ensure every match felt intuitive and meaningful to users. At the same time, she led collaboration with UX and UX Research to craft user experiences that felt effortless and powerful, validating designs through rapid, iterative testing loops.

Understanding that trust would be critical for adoption, Eda proactively partnered with the Data Privacy team to embed GDPR-compliant consent frameworks into the user flow from day one.

Owning the full product lifecycle — from vision to execution — Eda aligned engineering, UX, and compliance around a unified strategy. Her leadership ensured the AI Skills system not only scaled technically, but also earned user trust and created true product delight.  
This initiative reflects Eda’s ability to **think end-to-end**: bridging technical depth, user advocacy, and strategic execution to bring bold, high-impact products to life.

## Project Unify

Project Unify was a major initiative to modernize how SAP SuccessFactors' Recruiting Marketing (RMK) platform accessed job requisition data. Historically, RMK — originally the acquired Jobs2Web product — had limited access to Recruiting Management (RCM) data, requiring manual transfers and restricting search capabilities for customers.

Eda led Project Unify on the RMK side, driving the shift to real-time APIs that pulled complete, up-to-date requisition data directly from RCM. This eliminated the need for maintenance jobs and unlocked richer search, better performance, and full access to requisition fields.  
Building on this foundation, Eda led the launch of major new features, including advanced search filters, redesigned job result cards, an improved job alert experience, and updated job detail layouts — all designed to elevate the candidate experience.  
She also launched the **Interactive Job Map**, partnering closely with UX teams to create a dynamic, intuitive way for candidates to explore jobs by location.

To accelerate adoption, Eda hosted customer webinars showcasing these innovations, helping drive a **220% increase in Career Site Builder adoption**.

## Rocket

At Rocket, Eda worked as a Product Management Intern, collaborating directly with the CTO and CPO to build and scale *HireFlow.ai*, a B2B recruitment platform powered by AI.

She helped develop the *AI Sourcer* feature, designing a machine learning-based recommendation system with feedback loops to continuously improve matching accuracy.

Eda also played a key role in deploying over 25 product features, integrating insights from 10+ user interviews to optimize UI/UX design and recommendation quality.

Additionally, she contributed to building a Chrome extension and led A/B testing initiatives, driving a 43% increase in user acquisition through data-driven optimizations and automated lead generation strategies. Her work at Rocket combined technical problem-solving, user research, and growth experimentation — sharpening the core skills she brings to product management today.

## Leadership and Mentorship

Eda has consistently demonstrated leadership by building communities that empower others through mentorship, education, and technology.

At Claremont McKenna College, she founded *Product Space*, the college’s first student-run fellowship program dedicated to preparing students for careers in product management. She led a 5-member executive team, designed and delivered a weekly skills-based curriculum, secured partnerships with companies for real-world product challenges, and personally mentored over 28 students in the inaugural cohort. As a result, 80% of student projects were successfully implemented by partner organizations, validating the program’s immediate impact and relevance.

Earlier, Eda partnered with Google Turkey to launch a coding hackathon based on the Technovation Challenge curriculum, training high school girls in underdeveloped regions to build and launch mobile apps. This initiative blended technical education with mentorship, creating new career pathways for girls in rural communities.

Across these initiatives, Eda’s leadership reflects a strong product mindset: deeply understanding user needs, scaling cross-fun

ctional initiatives, mentoring emerging talent, and consistently delivering meaningful outcomes.

## Edcuation

Eda graduated from **Claremont McKenna College** with a degree in **Economics and Data Science**. While at CMC, she founded and served as the first President of **Product Space**, the college’s first student-run fellowship program focused on preparing students for careers in product management. She was also awarded a **fellowship in innovation and entrepreneurship**, strengthening her foundation in product development, user research, and early-stage technology leadership.

## Research Human-Centered Design

Eda was awarded a Research Fellowship at The Hive Center for Innovation, where she led a team in a Human-Computer Interaction (HCI) research project focused on improving remote learning experiences in higher education. She conducted usability studies, interviewed 18 stakeholders, and guided her team through prototyping solutions to address key user pain points. Their work resulted in the development of an online platform that was later adopted by educational institutions in the U.S. and China. This experience strengthened Eda’s leadership in user research, human-centered design, and building solutions rooted in real user needs.