**IZZET BIYIKBEYOGLU**

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**SUMMARY**

An innovative, proactive professional leader; experienced in product management, project management, and IT-based product delivery process. Possesses rich technical skills coupled with successful cloud, managed services, SaaS, fintech, and data experience and a natural ability to identify and mitigate risks; find practical solutions to problems and manage stakeholders during simultaneous projects with strict deadlines. Working as a contractor via my own limited company in the UK.

**WORK EXPERIENCE**

**Jebra, London,** United Kingdom

***Product Marketing Manager & Solution Sales (June 2023 – )* – (Contractor)**

* + Developed and executed the go-to-market strategy for SaaS (payroll, accounting and ETL/ELT) solutions, enhancing user flows, customer demo processes, and product web pages.
  + Managed and optimized customer demo process to enhance user experience and drive conversion rates.
  + Orchestrated the successful launch of the campaign of a new product, including the creation of compelling sales decks, sales channel documents, social media content, email marketing, and customer demo processes.
  + Established and managed strategic partnerships in the NA and EMEA region, acting as the main point of contact for the product owner on the customer side.
  + Implemented B2B solution sales development initiatives, conducting thorough market research and effectively managing the sales funnel, identifying prospects, and target segments, developing sales tactics, and organizing customer meetings.
  + Leveraged email marketing campaigns through Mailchimp and Autoklose to nurture leads and drive engagement with target audiences.
  + Produced high-quality SaaS product videos using Murf.ai and Canva showcasing key features and benefits to prospects.
  + Effectively managed and optimized digital channels, including YouTube, LinkedIn and Medium, to drive brand awareness and generate leads.
  + Developed and implemented SEO strategies and Google Ads campaigns to improve search engine visibility and attract relevant traffic.

**Born Studios, London,** United Kingdom

***Product Manager (June 2022 – October 2022)* – (Contractor)**

* + Define use cases, create story mapping of virtual reality, augmented reality, and mixed reality products features and story definition
  + Debrief customer expectations and create the product features MVP and backlog scope in agile methodology
  + Prioritizing the features, stories, and tasks in the backlog on Jira
  + Define SoW, create WBS and map the project components to the project plan
  + Working with cross-functional teams to define the solution such as unreal artists, 3D designers, audio designers, copywriters, developers and C-level
  + Giving internal approval on the solution created from the customer’s point of view
  + Internal and external stakeholder management
  + Facilitating the show & tell sessions
  + Design the data mapping, and collection process for user-centric product development with cognitive scientist
  + Single point of contact for the product owner on the customer side
  + Business development and market research for immersive training vertical about soft skill and hard skill learning

**Flux, London,** United Kingdom

***Integration – Delivery Project Manager (January 2022 – February 2022)* – (Contractor)**

* + Set up a delivery plan for our API solution customers and follow up on current project scope, resource and time management with agile methodology.
  + Run daily stand-ups with the team to keep on top of work that is happening and identify blockers
  + Lead prioritization sessions and effectively work with my engineering and design colleagues to make the right trade-offs and make sure that features get delivered quickly and efficiently from our MVP and Backlog
  + Work directly with our sales team to create & iterate on areas of the product delivery, and run user testing sessions to make sure we're considering customer feedback in the delivery process
  + Update the main stakeholders - like the sales team, C-level and operation - on project work and collect feedback from sales and our customers to identify new problems and opportunities
  + Develop a roadmap with the team and stakeholders along with a coherent sales pipeline that supports it. Continuously maintain, prioritize and iterate on this list for the next integration
  + Planning deployments/projects and creating a project timeline for each deployment as agreed with clients
  + Triage issues and new requests that come to the team to make sure we're always working on the most important thing
  + Track and monitor product features' performance and functionality after launch to iterate and improve on them and share feedback and grey areas with the product team
  + Communicate with the team about new API, POS terminal and device integration, update Salesforce and sales team, continuously improve how you work together, making sure everyone is productive, happy and efficient
  + Liaise business requirements to technical scope in an agile framework, create epics and stories
  + Perform A/B testing and discovery calls with end customers
  + Leads to running test environments (Dev, QA, Staging) before going live and giving permission to proceed

**FINANCIAL HOUSE, London,** United Kingdom

***Product & Project Manager (March 2020 – June 2021)*** – **(Contractor)**

* + Define the goals and product strategy of my B2B/B2C e-wallet, SaaS solutions and payment gateway (API gateway) products line for offering mobile & web development, merchant dashboard development, API delivery, and design a product roadmap of impactful features with agile methodology
  + Launched a payment gateway website and B2B e-wallet project for Android and IOS, decide on the infrastructure selection
  + Increase merchant subscription count % by 30 with new developments of API and ease the onboarding process
  + Collaborate and work with 3rd party acquires for implementing their alternative payment methods to payment gateway and e-wallet enrich deposit and withdraw methods of end customers/merchants in the market of Asia, Latam, UK and EU
  + Identify and evaluate potential product enhancement and development opportunities by reviewing market research, competitor benchmark and undertaking competitor analysis of potential products or product features
  + Created and maintained the product vision, strategy roadmap, MVP, and backlog plan of work through the project's life cycle and prepared Airtables/Trello Kanban boards for development
  + Plan and manage product backlog via Jira issues management and coordinated them with project managers and stakeholders
  + Delivered data migration project of actual financial data to the Napier platform and redesigned KYC/KYB process to the Passfort platform
  + Analysis of old data fields and the platform requirements, highlighting the risks, understanding dependencies and prioritising migration tasks
  + Deliver WBS and SoW documents of a migration project plan and solve the issues in the project tasks
  + Consult, train and communicate between C-level, sales, customer support, technical teams, marketing, and other stakeholders
  + Understanding customer needs, making discovery design meetings
  + Managing the budget of projects and creating estimated costs for upcoming projects

**MICROSOFT, London,** United Kingdom

***Cloud Solution Sales Consultant (October 2019 – March 2020)*** – **(Contractor)**

* + Getting insights into the IT Infrastructure in the customer’s business environment
  + Identifying customer pain areas, following up on their Microsoft assets and portfolio and the associated impact
  + Tailor solutions with a focus on the cloud to optimize productivity, security, and costs
  + 500K $ revenue target and new sales opportunities management
  + Strengthen existing customer relationships with periodic contact to introduce new products & services
  + and give insights on the latest discounts and promotions about SaaS and IaaS solutions
  + Organize customer training or new product features presentations
  + Dealand offer management with the local Microsoft partners
  + Effectively managing internal and external stakeholder SaaS and IaaS expectations for Office 365, Azure and Dynamics 365

**TURKCELL, Istanbul**, Turkey

(Turkcell is a converged telecommunication and technology services provider, the first digital operator in the world)

***Lead Product Marketing Manager & Solution Sales (April 2016 - April 2019)***

**Responsibilities:** Datacenter & Cloud product portfolio management, define and follow up product roadmap & product strategy, my products are Co-location, Datacenter Internet and MPLS, Infrastructure as a service (Vmware IaaS), Platform as a service (Openshift PaaS), data centre installation and cabling, back up as a service (Veeam and Avamar BaaS), Oracle Cloud and Sap Hana as a service. I worked on product marketing, product development/improvement process, business leaders of the new data centre investments, product marketing strategies, design thinking product’s value and technical proposition to the market, prepared product end-customer agreement, answered RFP/RFI, stakeholder management (IT, law, finance, marketing, pre-sales, sales, event management, project delivery, regulations, customer experience..etc), managed external partners and development, managed the overall P&L, product revenue and proactively SLA metrics management.   
**Achievements:**

* + Generate 5M £ product revenue from my product line
  + From 2016 to 2019, I realized a %40 growth each year
  + Launched two new data centres of Turkcell Gebze and Izmir (total of 40 MW additional capacity)
  + Launched [www.turkcellbulut.com](http://www.turkcellbulut.com) Cloud marketplace
  + The project leader of the marketplace’s API development closed with the developer team
  + The leadership of Oracle Cloud’s data centre tender, to be a contract negotiator, and installation project manager and made a resell agreement with Oracle, preparing to go to market strategy and sales channel development (Oracle IaaS & PaaS)
  + IBM Colocation&Managed Services implementation and coordination in the corporate sales projects and go-to-market strategies are followed and increase awareness in the Turkcell community
  + Joined GSMA Spain, IDC and DCD events with my products which opened a public stand
  + B2B products website content creation and SEO strategy development with marketing

**VODAFONE, Istanbul,** Turkey

(Incorporated by the Vodafone Group, Vodafone Turkey is the second biggest mobile communication company in Turkey.)

***Senior Product Marketing Manager & Solution Sales, (December 2014- April 2016)***

**Responsibilities:** Datacenter, Cloud & Managed Services product portfolio management, product lifecycle management, my products are Co-location, Infrastructure as a service (Vmware IaaS), back up as a service (Veeam and Avamar BaaS), Disaster recovery as a service (Veaam and Vmware DRaaS), Office 365 Cloud (SaaS), Microsoft license (SPLA), Managed Services (operating system management, database management, SAP Basis Management, installation, relocation and digital services&products development). Accountable for product communication strategies, working on the product development/improvement process, strategic product’s value and technical proposition to the market, prepared product end-customer agreement, answered RFP/RFI, stakeholder management (IT, law, finance, marketing, pre-sales, sales, event management, project delivery, regulations, customer experience..etc), managed the overall P&L, product revenue and management of partnerships.  
**Achievements:**

* Doubling the DC revenue by the end of FY 2015/16: actually, 70% annual growth
* Launched managed services and engaged SAP partnership and developed cloud-managed the services partner ecosystem
* Redefining DC’s target group, increasing awareness through customer visits and presentations, 145 proposals from January 2015 to April 2016 and directly involved and closed more than 50 cloud projects, dc and managed services projects
* The leadership of the digital products of the Vodafone Ready Tomorrow project with my business analyses for my products and the digitalization scoring system reached more than 10 million people. Serve digital products & services portfolio to our corporate customers.
* O365 retail channel development projects were launched for Vodafone shops

**TURK TELEKOM,** Istanbul, TURKEY

(Turk Telekom is Turkey’s world-class, integrated telecommunication and technology services provider offering its customers the complete range of mobile, broadband, data, TV and fixed voice services as well as innovative convergence technologies.)

***Product Manager (April 2013- December 2014)***

**Responsibilities: Product** management of colocation, IaaS, Storage as a service, backup as a service, Microsoft Licenses, Managed services and data centre internet services, e-mail hosting, and web hosting. Built product road map managing relations with internal and external third parties, conducting market research, market and competitor analysis, managing product development and regulatory affairs, planned annual operations according to revenue, cost and resource reports, built business cases for new products and campaigns, manage vendors for new investment and track new technological development, strategic planning to gain more market share in Turkey

**Achievements:**

* Doubling the DC revenue by the end of FY 2013/14
* Developed a partnership ecosystem for B2B and B2C turnkey end-to-end projects
* Project manager of [www.ttvm.com.tr](http://www.ttvm.com.tr) and developed multi-channel product engagement with corporate customers
* Technical documentation preparation, APIs documentation and worked closely with the developer team

**NETAS (Nortel Turkey),** Istanbul, TURKEY

(Netas is a Turkey-based company engaged in the manufacture and trade of telecommunication equipment, project installation services, technical support, Information Technology (IT) services, strategic outsourcing services, implementation activities, and associated services.)

***Technical Support and Technology Engineer (April 2008 - August 2012)***

**Responsibilities:** Customer interface during the problem-solving process, IP Backbone, VoIP, Wi-fi, Security products support and technical responsible, troubleshooting with engineering perspective and problem-solving fundamentals, communicating with the customer and managing his expectations, escalation management, following KPIs, managing customer relations during the support, analyzing Customer Satisfaction Surveys, troubleshooting and prepare solutions white papers, supporting pre-sales and product managers

**Achievements:**

* Level 1 technical support for Nortel Enterprise network devices, switches, routers, load balancer, Wifi and VoIP solutions
* Software development and enthusiasm for solving problems and software defects
* Prepare test setups for software and configurations, AB tests, and end-user tests
* Participant in Nortel Center of Excellence team
* Supported EMEA regions such as Telefonica, Sunrise, Swisscom, Luxembourg Telecom, BT, Vodafone, Sky..etc

**EDUCATION**

**BAHCESEHIR UNIVERSITY,** Istanbul, TURKEY

**MBA.Strategic Marketing and Brand Management Master’s Degree, (2010 – 2012)**

#### Tesis and Publications: *“*[*Release and Adoption of Innovations: A Research on Mobile Applications*](https://www.linkedin.com/redir/redirect?url=http%3A%2F%2Fwww%2Eikder%2Eorg%2Fzirve%2Fzirve4%2FYeni%2FIKDER_4%2E_Zirve_Turkce_Bildiriler_Prg%2Epdf&urlhash=UQnw&trk=prof-publication-title-link)*”*

##### ECONOMIC DIMENSIONS OF INNOVATION at 4th INTERNATIONAL SUMMIT OF ISTANBUL ECONOMISTS Conference, September 2012

**KOCAELI UNIVERSITY,** Kocaeli, TURKEY

**Computer Engineering, (2002 – 2009)**

Thesis Title: ‘*Web Consumer Character Analysis Using Data Mining Tool*