

## Contact

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(Other)

## Top Skills

LAMP administration  
Adobe Creative Suite  
ASP.NET MVC

## Languages

Turkish (Native or Bilingual)  
English (Full Professional)

## Certifications

Product-led Certification  
Product Analytics Certification  
Product Management

# Fatih Yildiz

Principal Technical Product Manager at The Washington Post  
New York, New York, United States

## Summary

20+ years experienced Software Developer turned Product Manager.  
I design digital products, implement and launch them, nurture, and manage the product, project, and team. — 85 products launched (35 designed) • 142 coded commercially • 178 repos on GitHub/lab — 41 clients managed • 82 teammates collaborated 1-1

## Experience

### The Washington Post

4 years 9 months

#### Principal Technical Product Manager

July 2023 - Present (2 years 8 months)  
New York, United States

#### Sr Technical Product Manager

April 2022 - July 2023 (1 year 4 months)  
New York, United States

#### Technical Product Manager

June 2021 - April 2022 (11 months)  
New York, United States

### Arc XP

4 years 9 months

#### Principal Technical Product Manager

July 2023 - Present (2 years 8 months)  
New York, United States

#### Sr. Technical Product Manager

April 2022 - July 2023 (1 year 4 months)

#### Technical Product Manager

June 2021 - April 2022 (11 months)  
New York, United States

**NoMad Interactive**  
CTO, Founder  
January 2017 - Present (9 years 2 months)  
New York, New York, United States

Nomad Interactive is a digital agency, creating digital products with focus on mobile, web and e-commerce.

- Grew a traditional loyalty program's digital user base 13x and increased mobile DAU 8x within the first year.
- Increased an e-comm platform conversion rate 2.5x through creating cross-program single sign-on service.
- Reduced a project's tech team costs by 50%, 3rd party services cost by 80%, AWS/Azure/Rackspace costs by 25%.

**StartSure**  
Head Of Information Technology and Product Management  
June 2018 - February 2025 (6 years 9 months)  
New York, New York, United States

- Built an insur-tech platform with integration to the largest insurance provider in the US.

**Makook Studio**  
Product Manager  
December 2015 - January 2017 (1 year 2 months)  
New York, United States

Makook Studio is a digital product studio work exclusively to create the digital product vision and implementation of the loyalty program of a \$2bn+ conglomerate in GCC region: Al Tayer Group, focus on retail and customer support and loyalty.

- Lead team of 9 engs, 4 designers. Hired 10 and transformed onsite team to fully remote team in a year.
- Launched mobile apps of the web based digital program; managed product roadmap over 60 releases.
- Created 100+ weekly insightful product strategy and performance reports to executives over 2 years.

**Moonit**  
Product Manager, Co-founder  
December 2010 - December 2015 (5 years 1 month)  
New York, New York, United States

Moonit Labs is a tech startup with a mobile social network product with astrology take on relationships.

- Designed, launched, marketed, and scaled a global social network (dating) mobile app to 3mm users.
- Launched and managed product roadmap of 13 products through 46 mobile, 16 web versions/releases.
- Reduced mobile acquisition marketing cost by 40%, and increased in-app purchases by 20%.

### Nexum Boğaziçi

Frontend Web Developer

February 2010 - September 2010 (8 months)

Istanbul, Turkey

A technology/IT company serving brands such as Sony, Bosch Siemens with strong engineering culture.

- Worked with global brands, like: Bosch, Siemens, Microsoft, Peugeot, Liebherr, Turkcell, Hürriyet, Sony Europe, SonyBiz, Sony1
- Collaborated in 50+ members team to create a CMS platform for Bosch/Siemens, powering 80+ domains globally, multi region, multi language websites.
- Co-architected and implemented complex UX and UI interactions with decreasing the load times by 60%.

### Wanda Digital

Analyst Web Developer

April 2009 - February 2010 (11 months)

Istanbul, Turkey

Wanda Digital is a digital advertising agency as solution partner of BBDO. Providing creative services to group companies of multi-brands like P&G or PepsiCo as well as other enterprise brands. Worked with brands like:

- FritoLay (Doritos, Ruffles, Lays)
- Procter&Gamble (Denedimbiliyorum, Gilette)
- Renault (Fluence Bir Blog Olsa)
- Ulker (Komili)
- Greenpeace (I Lovve Nuclear Campaign)
- Anadolu Grubu (Tekel Birası)

### Kılavuz Denetim

Web Developer, Managing Partner

2003 - 2009 (6 years)

Ankara, Turkey

Kilavuz Group is a professional services and technology consulting company.

- Assembled small-mid size development teams per project; design, implement, launch tech products with different stacks and team sizes.
- Re-launched an education/tutoring platform with existing 1000+ paying subscribers with custom moderation processes to be implemented on behaviors between student/teacher activities.

### Win Media Technologies

Web Developer

2003 - 2005 (2 years)

Istanbul, Turkey

WIN Media Technologies is a web hosting company also providing custom web development services.

- Turkey Basketball League Portal,
- Eurobasket Turkey Page,
- Escort Computer e-Commerce System

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## Education

Ankara Üniversitesi

Bachelor of Science, Statistics · (2002 - 2008)

Kocatepe Mimar Kemal Lisesi

· (1999 - 2002)