



# SARPER HORATA



PRODUCT MANAGER | EX-DEVELOPER  
| PM AUTHOR & CONSULTANT



## CONTACTS

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🔗 Portfolio: linktr.ee/horata

★ Middle East Technical University -  
Computer Engineer (BSc.)



## SUMMARY

I am an experienced Product Manager with **12+ years in product management** and **4 years in software development**.

My expertise spans **8 years in Travel**, **2.5 years in I-Gaming** (online betting and casino), and **2 years in crypto and financial** products, including HR analytics and marketplace products. I have also **published 5 video courses on Pluralsight** and some articles about product and project management.

I am a metrics-driven leader with a proven track record of building and scaling products, managing cross-functional teams, and delivering results in fast-paced hybrid or remote-working environments.



## ACHIEVEMENTS

- **Published video 5 courses on Pluralsight on product and project management**  
pluralsight.com/authors/sarper-horata
- **Created a product from scratch, reached \$50M annual sales in second year**



## EXPERIENCE



### Bondai (Acquired by a travel group)

Remote

Product Lead

02/2023 - 12/2024

Bondai Group is a B2BC travel-tech marketplace startup based in KSA.

- Created B2Bondai (**SaaS**) to onboard travel agencies, trained content providers, optimized subscription tiers, **hit \$10M annual sales**
- Setup OKR's aligned to company goals, hit both B2B and B2C targets with **80% accuracy in average**
- Implemented API products for hotel, tour&activity bookings
- **Hired and managed** team a team of **11 people**



### SportyBet

Remote

Product Manager

09/2020 - 02/2023

Sporty is a global online casino and betting company, originated in Africa. I have worked on 2 different products, Odds & Risk.

- Created Sporty Odds' product from scratch, odds provider integrations, mapping; Risk analysis and integration with KPI's
- Tracking user behavior, finding fraudulent bet cases and dodgy users to optimize the system with **odds optimization on 16 countries**
- Setting up OKR's aligned to company targets and processed monthly
- **Increased #of active betters by %12** by various changes in a year
- Worked and met globally remote 2 teams of 13 people directly



### Upwork

Remote

Product Manager Freelancer

06/2019 - 09/2020

Upwork is a job board that connects freelancers with prospective clients from around the world.

- Crafted a HR analytics product on **salaryboard.com** with Randstad
- Gathering artists, galleries and consumers on **affordableart.com**



### Cointral (Continues in physical stores)

Istanbul, Turkey

Product Development Leader

12/2018 - 06/2019

Cointral is one of the first cryptocurrency exchanges in Turkey.

- **Released** Cointral.com **from scratch in 4 months**
- Implemented coin/token network tracking to **avoid AML and Fraud**
- Released crypto wallet **app** to **Google Play and App Store**
- Worked on **2 ETH smart contract products** for global companies



### Please (Discontinued)

Remote

Senior Product Manager

04/2018 - 12/2018

Please is a decentralized platform to make curated trips in minutes.

- Supervised product development, released an MVP on the web, Android, IOS platforms, **ETH smart contract, chatbot via OpenAI**
- Worked on provider relations & integration, crowdfunding and investor preparation by preparing white paper, pitch deck and docs
- **Raised \$800K** seed capital, **launched an ICO** at Q4 2018, but failed to raise enough funds due to terrible cryptocurrency market conditions



## ACHIEVEMENTS

- **Worked remotely with distributed teams for several years**  
nomads.com/@sapovich
- **Hired, managed and mentored developers, analysts, designers, PMs**
- **Gained an Agile ICP-TST certification**  
icagile.com/credentials/57d847d1-c664-47d1-86d4-8dff81e6d68
- **Developed several projects via Cursor (Remote job finder, AI phenomenon, etc.)**  
github.com/sarperhorata



## SKILLS

Product Board · JIRA · Teamgantt ·  
Pivotal Tracker · Asana · Hotjar ·  
Confluence · Hubspot · Swagger ·  
Zeplin · Marvel · Invision · Figma ·  
Postman · SQL · Google Analytics ·  
Cursor · Metabase



## EXPERIENCE



### HProTravel (AKA Hotelspro)

Product Manager

Istanbul, Turkey

02/2013 - 04/2018

Hpro is a B2B travel marketplace. Worked on 2 different products; HP (travel agency platform & integrations) and Compass (Hotel Extranet with Search and Booking Engine)

- Set and execute quarterly targets based on company vision and aligned with departmental needs
- Increased **ARR by 22% to \$300M**, decreased search **ART to 0.9s by 288%** and increased booking **CVR by 27%** with enhancements.
- Created a product called Compass from scratch, launched it in a year; **reached ARR of 50M\$ in 2 years**, with traffic of **100K RPM**, generating **1000+ daily bookings with ~\$600 average value**
- Managed a team of 12 people and mentored product team of 10
- Developed and successfully submitted **6 R&D projects** to the Turkish Ministry of Industry and Technology and got **5M TRY subvention**
- Worked on payment gateway implementations, payment gateway integrations, virtual credit card, fraud handler and virtual wallet integrations



### Metglobal (Shut down due to Covid)

Business Analyst

Istanbul, Turkey

09/2012 - 02/2013

Metglobal is an online technology powerhouse for the online travel industry, developing software solutions for this domain

- Worked on several B2C travel projects, made tech analysis, functional specification, user acceptance tests and client trainings
- Onboarded and customized JIRA for **6 different projects** including 3rd party integrations for further productivity
- Created an **IT employee performance tracking system** based on JIRA, eazyBI data and ERP resource data for the first time in the company