

Product Owner & Expert Analyst — 13 years in telecom

I started in 2013 on 24/7 support for prepaid charging systems at Ericsson, moved on to business analysis, and have been a product owner at Turkcell since 2017. The road between taught me this: requirements written without understanding *why* a feature was asked for usually do not hold.

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EXPERIENCE

Product Owner & Expert Analyst — Turkcell

2017 — Present · Istanbul

I take enterprise products from idea to release: I define the scope, set priorities and follow delivery all the way through. I run sizing, grooming, retro and kaizen cycles in an Agile setting, and I build the bridge between business units, development teams and external vendors. My favourite part of the job is taking apart manual processes that have run on "this is how it is done" for years and rebuilding them: first with **RPA** (UiPath, Python, GHOST), today with **AI modules**. The tool changes, the gain stays the same — people get their time back. Vendor management, legal workflows and the whole SDLC are part of this role.

Business Analyst & Project Management — Ericsson

2015 — 2017

Business analysis and project management (AFL) on Turkcell-side projects. Across test processes, SKY verification and Platinum package design, I owned the process from defining the need correctly to verifying the delivery. This is where I learned the cost of misreading a requirement — an error found after delivery is far more expensive than the single question that could have been asked at the start.

Technical Specialist — Charging / Prepaid — Ericsson

2013 — 2015

24/7 technical support, problem tracking and root-cause work on prepaid charging (Charging System). I wrote alarm-monitoring scripts to speed up fault detection — we moved from waiting for problems to catching them early. This was the period when I learned from the bottom up how systems actually behave; if I can understand today why a piece of work is hard, this is why.

Project Engineer — Plus Mühendislik

Early career

Presentations and reporting, electrical panel procurement and field support. My first professional step, and where I saw what engineering discipline looks like on site.

SELECTED ENTERPRISE PROJECTS

Some of the work whose scope I defined and delivered as Product Owner:

Digitalising Public Tenders

I moved a tender process that ran on paper and email onto a system, end to end. The approval flow, deadline tracking and audit trail now happen on their own. The hardest part was not the code but the scope: separating which steps were real decision points and which were only habit.

Bi'girişim Application

An internal venture and idea management platform. Collecting ideas was the easy part; the real design problem was keeping the evaluation and feedback loop from clogging up.

Legal Task Management

I brought the legal team's workflow onto a system with assignment, tracking and deadline management. It was designed so that no task quietly runs out of time; it is not a reminder that pushes you, it is the flow itself.

Vendor Management Application

I brought supplier processes that each unit ran separately in its own spreadsheets into a single panel. Who approved what and when is no longer something you go looking for; it is the system itself.

CXO Award Application

Digitalising the executive award and recognition programme. High visibility, low tolerance for error — keeping the scope narrow was not a preference here but a requirement.

Process Automation (RPA)

I automated repetitive manual work with UiPath, Python and GHOST. The real gain here was consistency more than speed: the same task is done the same way every time, and it leaves a trace.

EDUCATION & CERTIFICATES

MBA — Master's Degree

2019 — Ongoing

A layer of business, management and strategy on top of the technical base.

Engineering — Kocaeli University

2008 — 2012

Bachelor's degree in engineering.

Professional Scrum Master (PSM) Professional Scrum Product Owner (PSP0)

Agile Method & Scrum Extended Kanban

SKILLS

PRODUCT & ANALYSIS

Product Ownership Business Analysis

Prioritisation & Roadmap

Bridging Teams

AGILE & PROCESS

Scrum (PSM · PSP0) Kanban SDLC

Sizing · Grooming · Retro · Kaizen

AUTOMATION & DATA

RPA — UiPath Python GHOST

Ab Initio Oracle Data Integrator

Vendor Management

TELECOM DOMAIN

Charging · Prepaid

Test & Verification

24/7 System Support

Turkcell Ecosystem

PRODUCTS I BUILT WITH AI

Product ownership is my main job. Alongside it, I run the same work on my own — making the scope decisions and writing the code with AI. Ten of the products below are on the App Store; one more is a web platform running a real client's business.

Seher Yıldızı Turizm

A full web platform I built for an Umrah agency, running live with a real client. I defined the scope and delivered it; it is in use today.

Hocaya Sor

Five separate expert-advice apps on a shared backend — Hocaya Sor, Ustaya Sor, Avukata Sor, Diyetisyene Sor, Emlakçıya Sor. One engine, five brands. App Store ↗

Mihver

A health and habit coach powered by a rule-based Turkish AI engine. Over 30 modules, all driven from a chat. App Store ↗

Hereafter

A digital legacy left to the people you love: letters, audio, video — inside an encrypted vault. App Store ↗

Rota Planlayıcı

An AI-assisted trip planner with real-time location checks that spreads the days evenly. App Store ↗

Sakin Nokta

A map-based finder that suggests quiet places nearby for anyone trying to escape the crowd. App Store ↗

Şükür

A notification app that reminds you of the things you pass by without noticing during the day. No server; everything stays on the device. App Store ↗

WalkUp

An alarm that genuinely makes you get up to switch it off: no snooze button, and it will not stop until you walk. App Store ↗

Tally

A fully offline credit ledger for small merchants. WhatsApp reminders, automatic reports, biometric lock. App Store ↗

Dodge Arena

A small arena game I made to finish a game loop from start to end. Collision, difficulty curve and score loop were all tuned by hand. App Store ↗

Çark

A spinning wheel for decisions and draws: either a decision among options, or a winner among participants. App Store ↗

HOW I WORK

I care about decision speed but I do not rush — I chase a problem until I find its root cause. I see narrowing scope deliberately as a skill rather than a weakness: on every project I also define clearly what will *not* be built.