



Kemal Büyüktaş

📍 Home : Istanbul, Türkiye

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ABOUT ME

This includes my experience in collecting and prioritizing requirements, defining project scope, and collaborating closely with engineers, partnership managers, and other stakeholders to ensure that company goals are achieved. I am a product leader passionate about understanding user problems and creating innovative solutions to address them. I have a proven track record in leading teams, developing products from the ground up, and optimizing the end-to-end user experience to drive growth.

WORK EXPERIENCE

FLO Retail

[09/2025 – Current] **E-Commerce IT Lead Product Manager**

In my current role, I am responsible for leading the e-commerce IT product strategy and vision, while guiding teams to deliver scalable, user-centric, and business-driven solutions. My focus is on aligning product initiatives with company objectives, ensuring seamless collaboration across departments, and fostering innovation to maximize business impact.

- Leadership & Strategy: Drive the overall product vision, define priorities, and align the roadmap with organizational goals to ensure sustainable growth.
- Team Guidance & Mentorship: Lead and mentor product managers and cross-functional teams, promoting knowledge sharing and professional development.
- Cross-Functional Collaboration: Partner closely with engineering, business, and design teams to deliver end-to-end e-commerce solutions that enhance both customer and operational experiences.
- Innovation & Scalability: Identify opportunities to innovate and optimize IT product solutions, focusing on scalability, efficiency, and customer satisfaction.
- Data-Driven Decision Making: Use insights and analytics to measure performance, refine strategies, and deliver measurable value to the business.

FLO Retail

[09/2024 – 09/2025] **E-Commerce Senior Product Manager**

- Oversee product development processes and strategic planning.
- Conduct market research to analyze customer needs and develop competitive product strategies.
- Manage the product lifecycle, coordinating market entry strategies and launch processes.
- Collaborate with various departments (marketing, sales, design) to ensure effective communication throughout all product stages.
- Evaluate user feedback to propose product enhancements.
- Perform product success analysis based on sales targets and performance metrics.
- Lead teams to integrate innovative designs and technologies.

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[01/2023 – 09/2024] **Senior Product Manager**

I am responsible for planning, executing, progressing and managing the roadmap throughout the product lifecycle (web, applications).

- Organizing meetings with all business levels to report on new initiatives, features and rollout of new features and services for both Mobile and Desktop applications.
- Developing and adapting the product vision.
- Their own accumulation and effort priorities that will increase the value the most.
- Planning and executing A/B tests using tools like Google. Optimize.

- KPIs like, conversion rate, bounce rate, page views, number of users etc. attention to such matters.
- Analyzing user behavior using tools like Google Analytics, Hotjar etc.

Modanisa

[03/2018 – 12/2022] **E-Commerce Product Manager**

I played a strategic role in the development of digital products. By analyzing user needs, I identified business requirements and managed the development processes. I enhanced collaboration across teams, ensuring that projects were completed on time and successfully.

My Responsibilities:

- Application Development: Managing application development processes and providing user-centered solutions.
- Payment Systems: Integrating and improving payment systems.
- Finance and Accounting: Digitizing financial processes and reporting.
- Customer Service: Optimizing customer service processes and enhancing user satisfaction.
- Digital Marketing: Developing and implementing digital marketing strategies.
- Warehouse and Inventory Management: Digitizing warehouse and inventory management processes.
- Audit: Organizing and reporting on internal audit processes.
- Campaign Management: Planning and executing marketing campaigns.
- Internal and External User Management: Managing internal and external users and improving their experiences.
- Product Development: Overseeing product development processes.
- Supplier Relations: Managing supplier relationships and improving collaboration processes.

Comparex

City: Istanbul | **Country:** Türkiye

[06/2017 – 04/05/2018] **IT Specialist**

Responsible for both development and operations in IT, including an organization's DevOps toolchains, infrastructure, and systems management.

EDUCATION AND TRAINING

Management Information System

Master' s Degree- Bahcesehir University

Management Information System

Bachelor's Degree- Anadolu University

LANGUAGE SKILLS

Mother tongue(s): Turkish

Other language(s):

English

LISTENING B1 **READING** B2 **WRITING** B2

SPOKEN PRODUCTION B1 **SPOKEN INTERACTION** B1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

SKILLS

Product

Feature Prioritization & Backlog Management | Agile & Scrum Methodologies | Data-Driven Product Development | Cross-Functional Team Collaboration | A/B Testing & Experimentation | Product Lifecycle Management (PLM) | Market Research & Competitive Analysis | Product KPI & Metrics Tracking | Product Roadmap & Strategy | User Story Writing & Acceptance Criteria

Customer

Voice of the Customer (VoC) & Feedback Loops | Customer Journey Mapping & Experience Design | Customer Support Systems & CRM Tools | Customer Segmentation & Persona Development | Customer-Centric Product Design | NPS (Net Promoter Score) & Customer Satisfaction (CSAT) Tracking | Customer Retention Strategies | Churn Analysis & Prevention | Omnichannel Experience Optimization | Customer Onboarding & Training Programs

RECOMMENDATIONS

Name: Sabri Yagiz Atasoy Senior Software Developer At Modanisa

Kemal Büyüктаş is one of the most energetic and communicative professionals I've worked with. He has an incredible ability to boost team morale and is always willing to do whatever it takes to solve problems. His strong communication skills and proactive approach make him an invaluable asset to any team. I highly recommend Kemal Büyüктаş for any role that requires energy, teamwork, and dedication.

Link: <https://www.linkedin.com/in/sabri-yagiz-atasoy/>

Name: Babak Partovi Lead Software Developer at Modanisa

It was always very pleasant and nice to work with Kemal. His sense of humor, very meticulous and finishing approach was always appreciated by me. Working with Kemal was always been a pleasure for me.

Link: <https://www.linkedin.com/in/babakpartovi/>

PROJECTS

Replatforming

We worked on restructuring the core components of the e-commerce platform, including Listings, Checkout, Basket, Homepage, Search, Warehouse and Customer Service, Supplier functionalities. This initiative focused on improving performance, scalability, and enhancing the overall user experience across the platform.

PIM (Product Information Management)

I worked on designing panels and screens for managing dynamic processes related to products, including campaign and coupon management, as well as various other product-related tasks.

Internal Marketplace

Write here the description...It provided the infrastructure for suppliers or companies wanting to sell on our platform to transfer product data, stock data, and pricing into our system, while also allowing them to retrieve orders generated from their products

External Marketplace

Write here the description...we facilitated the integration of the existing product catalog with various marketplaces. This project involved developing solutions that enabled product sales across different platforms.

Affiliate Marketing

It is a development that monitors and reports sales through links shared by customers and public figures, and distributes certain percentages of revenue from the links.

Self Service

Successfully completed the development of a self-service product aimed at empowering customers to resolve their

queries and support requests independently. Led the design of a user-friendly interface and implemented robust automation systems to reduce customer support demands while enhancing satisfaction. As a result, the platform provided a seamless experience, allowing users to quickly and effectively address their needs on their own.

Draws

The product allowed customers to independently participate in sweepstakes, view results, and handle prize deliveries. It was designed with a user-friendly interface and automated systems to ensure a seamless self-service experience, enhancing customer satisfaction and improving operational efficiency.

WhatsApp Bot

This product enabled customers to place orders, track shipments, and perform all key site actions directly via WhatsApp. By integrating the platform's full functionality into WhatsApp, the solution streamlined the customer experience and improved satisfaction through a seamless self-service approach.

Trink AI

It is a product that coordinates the appraisal, notary and transfer processes of the vehicles listed and liked online, whether in the city or outside the city, on behalf of the buyer.

Car Expertise Service

In order to digitize, automate and productize vehicle expertise processes, a product was developed to which 58+ branches were connected under the company. (arabam.com)

HONOURS AND AWARDS

- [08/2023] **Agile Project Management Awarding institution:** Google
- [08/2023] **Foundations of Project Management Awarding institution:** Google
- [08/2023] **Google SEO Awarding institution:** University of California, Davis
- [08/2023] **Software Processes and Agile Practices Awarding institution:** University of Alberta
- [08/2023] **Software Product Management Awarding institution:** University of Alberta
- [08/2018] **Time Management Awarding institution:** Institute

Write here the description...
- [07/2018] **Customer Relations Management Awarding institution:** Institute
- [07/2018] **Etiquette and Business Ethics Awarding institution:** Institute
- [01/2018] **Strategic Management Awarding institution:** Institute

REFERENCE

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