Ozer Cetinkaya

Product Manager

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AI-Driven Product Manager with 7+ years of experience in digital product development across B2B and B2C web & mobile platforms.

Product Skills - Product Strategy, Agile Backlog Management, Roadmapping, Competitor Analysis
Technical Skills - API Testing, HTML, CSS, JavaScript, Git, CI/CD
Design Skills - UX/UI Principles, Wireframing, Design Systems, A/B Testing
Marketing Skills - Growth & Performance Marketing, Paid Acquisition, Budget Optimization & Lifecycle
AI & Data - AI-Driven Product Discovery & Feature Development, SQL, Data-Driven Decision Making

Tools - ***Product & Collaboration:*** Jira, Confluence, Notion ***Design & Prototyping:*** Figma
Version Control, Cloud & Testing: GitHub, Amazon Web Services, Supabase, Netlify, Postman

Professional Experience

EmlakJet - Product Manager (2026 - …)

Leading the transformation of Emlakjet's product ecosystem following the merger with Endeksa, owning the **strategy** and **roadmap** for the company's core platform, **AI initiatives**, and strategic integrations.

- Led the redesign and evolution of Emlakjet's core management platform, modernizing workflows and driving **product strategy**, **roadmap**, and **execution** for a platform used by over **200,000** active users.
- Owned the Endeksa & EmlakJet **integration**, delivering a unified platform through shared account **infrastructure**, business rule management and a seamless cross-product experience.
- Led Emlakjet's **AI strategy** by integrating AI-powered capabilities across the **listing journey, reducing listing creation time** from **5 minutes to 45 seconds** while delivering AI assisted property generation, image understanding, location intelligence, and automated content creation.

Endeksa - Product Manager (2025 - 2026)

Promoted to Product Manager, taking ownership of **all core products and functions**, including **mobile apps, the new web platform, B2B partnerships, AI solutions** as well as design and digital marketing.

- Own the **end-to-end product strategy and roadmap** across all domains, translating the CEO’s strategic direction into actionable plans and owning prioritization and execution.
- Lead **cross-functional collaboration** with R&D (data), backend, frontend, mobile, QA, design, and marketing teams, owning product decisions from discovery through delivery and optimization.
- Oversee **paid acquisition**, **CRM**, and **lifecycle strategies** within the digital marketing team.
- **Increased user activation** over the past year by driving a **165% rise** in new account creation and an **80% increase in users completing** property valuations, improving **time-to-value** and **engagement**.
- Evolved Endeksa Atlas into an AI-powered decision product, driving a **345% YoY increase in usage**.

Endeksa - Product Owner (2022 - 2024)

Endeksa is a **proptech scale-up** focused on **online real estate analysis and property valuation**. I worked with a cross-functional team of **15+ members**, including backend, frontend and mobile developers, on consumer-facing web and mobile products, driving product development from discovery to delivery.

- Led the end-to-end **redesign** of Endeksa's **mobile app** from scratch in collaboration with mobile developers and designers, resulting in a **550% increase** in active users in the first two months.
- Held weekly sessions with the stakeholders to translate insights into **technical or design specifications**.
- Played a key role in enhancing **Endeksa Atlas** by integrating **AI-powered** market analysis and property valuation features, enabling faster and informed investment decisions and reducing analysis time by **40%**.
- Led key developments and market-specific customizations for Spain and Portugal go-to-market activities.

Kbox Global - Product Owner (2020 - 2022)

Kbox Global is a **food delivery and cloud kitchen startup** focused on connecting restaurants with consumers. I worked in a software team of over 15 developers, on the **last-mile food ordering platform**.

- Led the product roadmap and prioritization for the D2C web and mobile ordering platform, resulting in a **48% increase** in **repeat order rates** and **improved user satisfaction**.
- Managed the **API integrations** to synchronize restaurant menus with major food delivery platforms including **UberEats**, **Deliveroo**, and **DoorDash**, enabling small restaurants to go online with one click and go live in under **24 hours**, reducing their technical and operational workload.

Userspots - Project Manager (2018 - 2020)

As a Project Manager at **one of Turkey's leading UX/UI design agencies**, I led over **20** end-to-end redesign projects **across industries** including insurance and e-commerce, with a focus on user-centered design.

- Conducted **scoping meetings** with clients, managing **user research** phases and overseeing **design process**, including leading UX strategy, design processes and later-stage **redesign sprints**.
- Additionally, I delivered design thinking and MVP workshops for different companies.

Earlier experience includes project roles in design and corporate digital transformation.

Education & Certificates

MS in Business & Marketing - Mälardalen University - Sweden

MS in Management Information System Engineering - Marmara University - Turkey

BS in Business Administration - Anadolu University - Turkey

BS in Environmental Engineering - Abant Izzet Baysal University - Turkey

Certified Cloud Practitioner & Certified AI Practitioner - Amazon Web Services (AWS)

Membership Certificate & Web Design for Usability - Interaction Design Foundation

Languages English - Full Professional Proficiency Turkish - Native or Bilingual Proficiency