Duygu Esen Ertugrul

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About me

Product Owner & Manager with 10+ years of experience delivering enterprise applications, digital transformation initiatives, and data-driven solutions across global organizations. Experienced in translating business requirements into scalable technology solutions, collaborating with cross-functional stakeholders, and driving implementation, user adoption, and continuous process improvement. Proven track record working with international teams across 45+ countries, connecting business needs with technology to deliver measurable business value.

Employment

2025 - Present

Independent AI Projects & AI Governance Upskilling

Independent AI product initiatives, Amsterdam

- Led the product development of **FotoFabrik**, an AI-powered photo enhancement app, from concept to launch on the Apple App Store and Google Play, with ongoing product development and iterations.
- Completed the Artificial Intelligence, Governance & Law Summer School at Utrecht University.
- Expanded expertise in AI Governance, Responsible AI and ISO/IEC 42001 through professional training and independent study.
- Gained hands-on experience with LLMs and prompt engineering, exploring their application in AI-powered products.

2024 - 2025

Senior Product Owner – Platforms, Integration & Data Governance

Adaptfy, Data & analytics solutions within SHV Holdings, a global industrial group, Amsterdam

- Partnered with global stakeholders to translate business needs into clear product requirements and development-ready user stories.
- Managed backlog prioritization and sprint planning, balancing customer needs, business priorities, and technical feasibility.
- Collaborated closely with engineers, architects, QA, and business users to deliver scalable product improvements.
- Coordinated implementation, testing, validation, and release activities, ensuring successful product delivery and user adoption.
- Facilitated workshops, solution reviews, and stakeholder demos to align teams throughout the delivery lifecycle.
- Delivered reporting solutions that reduced manual reporting effort by approximately **30%**.

2019 - 2024

Senior Product Manager – Growth & Platform Products

Delivery Hero, Leading global food delivery platform operating in 45+ countries, Remote

- Owned the product roadmap and execution of Global Joker, supporting **45+ countries**, **140M+ promotional offers**, and **3.5M monthly orders**.
- Translated product strategy into prioritized backlogs, user stories, and sprint-ready requirements.
- Worked closely with engineering, design, QA, and commercial teams to deliver customer-focused product enhancements.
- Facilitated backlog refinement, sprint planning, product demos, and stakeholder alignment across global teams.
- Prioritized features using customer feedback, product KPIs, experimentation results, and business goals.
- Improved campaign conversion by **350%+** through continuous product optimization and data-driven decision making.

2017 - 2019

Business Analyst

Turkcell, Leading telecom operator in Turkiye (~35M+ users), Istanbul

- Gathered and analyzed business requirements for digital products and customer-facing services.
- Worked closely with business stakeholders, developers, QA teams, and product teams throughout the delivery lifecycle.
- Prepared functional requirements, user stories, process flows, and documentation for new product features and operational improvements.

2016 - 2017 **Business Analyst**
Asseco, Enterprise software provider specializing in banking and financial systems, Istanbul
- Gathered and translated business requirements into technical specifications, supporting enterprise workflow and integration projects.

2015 - 2016 **Business Analyst**
n11.com Leading e-commerce marketplace platform in Turkiye, Istanbul
- Supported product improvements through data analysis, stakeholder collaboration, and business requirement documentation.

Projects

- Pulse (Enterprise Data & Integration Platform): Enterprise data and integration platform developed for SHV Holdings to unify data, reporting and business processes across multiple business units. Focused on data quality, integration consistency and standardized reporting to support enterprise-wide decision-making.
- Job Board (Data Integration Platform): Part of Pulse, led the integration of multiple ATS systems using REST APIs, data pipelines, and structured mappings, enabling centralized job data flow, search functionality, and improved visibility across platforms. Defined integration requirements and collaborated with engineering teams on scalable implementation.
- Claims Migration (Data Platform Migration): Part of Pulse, migrated workflows and reporting processes to a centralized Databricks-based platform, improving data quality, reliability, and consumption readiness for downstream reporting products. Redesigned pipelines, automated manual operations, and validated data consistency to support governance, standardization, and operational efficiency across business units.
- Safe Harbour Dashboard (Data Analytics & Compliance Tool): Part of Pulse, developed a centralized financial reporting and compliance dashboard supporting OECD Pillar Two Safe Harbour reporting. Integrated finance and tax data sources, standardized business rules and reporting logic, and improved transparency, data quality and decision-making across multiple SHV business units.
- Global Joker (AdTech Saas & Growth Product): Owned one of Delivery Hero's highest-traffic SaaS platform products supporting restaurants across 45+ countries. Defined API requirements, integration workflows and roadmap priorities while collaborating closely with engineers to deliver scalable platform capabilities used in more than 140 million promotional offers each month.
- Fizy (Digital Music Streaming Platform): Digital music streaming platform within Turkcell’s digital services ecosystem, serving millions of users across Turkiye. Took initiative to build an automated API testing framework for Fizy Global using Rest Assured, TestNG, Maven, and Jenkins CI. Designed a system that automated validation of nearly 250 microservices after each deployment, significantly reducing manual testing effort, improving release reliability, and enabling continuous 24/7 monitoring of backend services.
- FotoFabrik (AI-Powered Mobile App | Independent Project): Led the product development of an AI-powered photo enhancement app, shaping product concept, feature priorities, user flows, testing and iterations from initial idea through launch on the Apple App Store and Google Play, with ongoing product development.

Education

2017 - 2018 **MSc, Big Data & Business Analytics**
Istanbul Technical University, Turkiye
- MSc Thesis — Cold Start User(Users with no historical data) Recommendation Systems

2009 - 2013 **BSc, Mathematics & Computer Science**
Eskisehir Osmangazi University, Turkiye

Certificates

- Artificial Intelligence, Governance & Law Summer School – Utrecht University (2026)
- AWS Certified Cloud Practitioner Certificate
- Professional Scrum Master I (PSM I) Certificate
- AI Governance & ISO/IEC 42001 (ongoing certification training)
- AI & LLM Applications, Prompt Engineering, and Responsible AI Courses

Skills

- **Product Management:** Product Ownership · Product Strategy · Product Roadmapping · Product Discovery · Backlog Prioritization · Requirements Engineering · User Stories · Agile (Scrum/Kanban) · Release Planning
- **Product Delivery & Leadership:** Cross-functional Collaboration · Stakeholder Management · Engineering & Design Collaboration · Workshop Facilitation · Product Demos · Business-Technology Alignment · Change Management
- **Data & Technical:** Product Analytics · KPI Management · SQL · REST APIs · API Integrations · Data Mapping · Power BI · Azure Data Platform · Databricks
- **AI & Governance:** Generative AI · LLMs · Prompt Engineering · AI Governance · Responsible AI · ISO/IEC 42001
- **Documentation & Standards:** Product & Technical Documentation · Process Standardization · API & Integration Standards