

Ali Demir

Head of Product

+905322926864 • Sakarya, Turkey • ali@demir.pro
<https://linkedin.com/in/alidemir1>

SUMMARY

Accomplished Senior Product Lead with 15+ years of expertise in spearheading innovative product strategies, leading cross-functional teams, and delivering measurable business impact. A track record of doubling customer acquisition and expanding global market penetration through data-informed product roadmaps and strategic pricing initiatives. Recognized for building high-performing teams and mentoring product leaders, fostering a culture of agility and continuous improvement. Successfully executed large-scale user migrations with 99% retention rates and optimized pricing models that increased margins by 30%. Adept at bridging technical and business objectives, with a proven ability to prioritize high-impact initiatives and drive revenue growth. Eager to leverage this expertise as a Head of Product, delivering transformative results for forward-thinking organizations.

WORK EXPERIENCE

Senior Product Manager, Platform, Cloudbeds, Remote, USA

Jan 2020 – Jan 2025

- Drove significant revenue growth by doubling the customer base through strategic product improvements and innovative features for a cloud-based Property Management System (PMS) and Price Intelligence Engine (PIE).
- Managed global expansion efforts by expanding product language support to over 15 languages and implementing localization tools, which resulted in a 40% increase in international market presence.
- Provided mentorship to product managers, several of whom progressed to senior roles, thus fostering a culture of excellence and agility.
- Achieved annual savings exceeding through the application of data-driven pricing strategies and seamless integration with more than 20 third-party systems.
- Orchestrated a zero-downtime migration of more than 300,000 user identities to a new provider, maintaining 99.9% data integrity and ensuring continuous service for customers.

Senior Product Manager, SaaS, Huawei, Istanbul, Turkey

Jun 2019 – Dec 2019

- Successfully launched a SaaS Employee Engagement platform within 6 months, resulting in a 35% increase in employee interaction rates and a 25% improvement in user retention.
- Developed and expanded a globally distributed engineering team of over 15 members, which enhanced agile development cycles by 30%.
- Incorporated AI-driven research data into platform functionalities, leading to a 50% increase in user engagement and an 18% reduction in churn.
- Conducted training for more than 20 aspiring product managers on lean methodologies and OKR frameworks, which boosted team output by 20%.

Product Manager, Protel, Istanbul, Turkey

Jan 2016 – Mar 2019

- Secured major clients like Starbucks Turkey and Café Nero, leading to a 65% growth in revenue for a cloud-based Loyalty platform.
- Launched two significant revenue-generating engines: a Customer Segmentation Engine utilized by 85% of clients, and a Campaign Templating Engine that improved marketing ROI by 40%.
- Optimized remote engineering workflows and prioritized critical features, resulting in a 25% reduction in time-to-market.

Product Owner, Amadeus, Istanbul, Turkey

Jan 2012 – Jan 2016

- Oversaw the operation of a flight booking engine, obtaining government approval for strategic initiatives that achieved a 30% market share in Turkey.
- Championed UX enhancements through various proof-of-concept projects, which resulted in a 30% increase in customer satisfaction ratings.

Software Engineer, Vestel, Istanbul, Turkey

Jan 2009 – Jan 2012

- Redesigned HotelTV software to enhance user engagement and decrease customer complaints.
- Expedited team onboarding by 40% via mentorship programs for over 10 new hires, leading to improved project delivery timelines.

Software Engineer Intern, Vestel, Istanbul, Turkey

Jan 2008 – Jan 2009

- Engineered a Digital Signage proof-of-concept, which was successfully adopted in three pilot projects, illustrating innovative multimedia solutions tailored for hospitality clients.

EDUCATION

Bachelor, Software Engineering, Zuyd University of Applied Sciences, Heerlen, Netherlands

Jan 2006 – Jan 2010

LANGUAGES

- English
- Dutch
- Turkish

SKILLS

- Product Management
- SaaS Platforms
- Software Engineering
- User-Centric Design
- Infrastructure-as-Code (IaC)
- Serverless Architectures
- SDKs
- Collaborative
- Leadership
- Impact-Oriented
- Managing Team
- Strategic
- Cloud-Native Solutions
- Agile Methodologies
- Data Analysis
- Third-Party Integrations
- Kubernetes
- Automation APIs
- Adaptable
- Customer-First
- Visionary
- Innovative
- Mentoring