

# Can Altuntaş

## PRODUCT MANAGER



### PROFILE

Seasoned Product Leader with 11 years of software experience driving growth and strategic initiatives across diverse product domains. Expertise in product strategy & roadmaps, team leadership, and Agile methodologies (Scrum, LeSS). Proven ability to deliver impactful results through data-driven decisions and user-centric approaches.

 (+90) 555-8509090

 [altuntasch@gmail.com](mailto:altuntasch@gmail.com)

 Ankara, Turkey

 [linkedin.com/in/ahmetaltuntas](https://www.linkedin.com/in/ahmetaltuntas)

## PROFESSIONAL EXPERIENCE

### Lead Product Manager – Getir, Istanbul, Turkey - April 2023 - Present

Leading product strategy and execution for both consumer and supplier experience at Getir.

- GetirAds (AI Adtech Platform): Led strategic development and management from zero, empowering suppliers to increase sales, brand awareness and reach.
- 40% revenue increase in business revenue from new ad monetisation opportunities
- B2B Partner Panel (Supplier Analytical Tool): Spearheaded the development of this tool, offering valuable insights and reporting capabilities to suppliers.
- Coached and mentored product managers, fostering their professional development and ensuring alignment with company objectives.

### Product Manager - Insider, Istanbul, Turkey - November 2020 - March 2023

Led product strategy and roadmap development for core product domains (Web Push, User Management, Authentication) at Insider, achieving significant growth & user engagement.

- Established and tracked key performance indicators (OKRs) to measure product success and drive continuous improvement.
- Monitored market trends and competitor benchmarks to maintain a competitive edge.
- Utilized Scrum (LeSS) to translate business needs, prioritize backlogs, and manage cross-functional teams for efficient product delivery.
- Facilitated sprint planning, retrospectives, and product evaluations to ensure continuous product improvement.

Delivered data-driven results through user-centric initiatives and Agile methodologies:

- 12x reduction in faulty registrations, resulting in a smoother onboarding experience and increased user retention.
- Improved user registration time by 8x, leading to faster account creation and improved conversion rates.
- Successfully launched a new feature adopted by over 500 new partners in just 5 months, expanding the user base and driving adoption.
- Increased user engagement by 15% through strategic use of web push notifications, reaching over 50 billion users monthly.

## **Co-Founder –Head of Product - Tvoystol, St. Petersburg, Russia - January 2018 - July 2020**

Leveraged entrepreneurial experience as Co-founder of Tvoystol to spearhead product development and strategy.

- Owned product vision and roadmap, defined short and long-term goals, and led resource planning for successful product launch and growth.
- Conducted market analysis and competitor research to inform product decisions and ensure a competitive edge.
- Established key business models and set strategic goals for sustainable growth.
- Awarded 1st place in the Estonia E-Residency & Stage-Co Startup Pitching Competition.
- Won 2 awards at the ODTÜ YFYI 2020 Demo Day.
- Selected as a Top 100 Startup by Startup Istanbul

## **Front-End Developer - Key Yazilim A.S. – Turkey, Ankara - May 2017 - January 2018**

- Main Projects: bankadan.com, maden.org.tr, hkmo.org.tr websites
- Developed User Interface and User Experience development for the company's ongoing projects

## **Front-End Developer - Activate Bilisim A.S. – Turkey, Ankara - June 2014 - July 2016**

- Main Projects: TC Ministry of Economy Website - ODTU GVO Website - ACTIVATE Gamified LMS
- Developed responsive UI for the Web Portal, Intranet, and Online Registration web services

## **EDUCATION**

### **Bachelor's Degree**

Tobb Economy and Technology University, Computer Engineering

### **Certifications**

Product Faculty's Crystal Training™ for Advanced PM Skills

Advanced Google Analytics, Google

Product Analytics Certification, Mind the Product

Product Management Basics Certification, Mind the Product

Product-led Certification, Mind the Product

## **KEY SKILLS**

Agile Product Management, SaaS Software Development, Product Roadmapping, Data & Business Analysis, Data Analysis, Market Research, Product Leadership, Team Management, A/B Testing, Google Analytics, Startup Development, Entrepreneurship, HTML, CSS, Excel, SQL, Slack, JIRA, Figma, E-commerce, B2B, B2C, Adtech, Foodtech