

GÖNENÇ TÜRKEKUL

SOFTWARE DEVELOPMENT AND PRODUCT MANAGER



Istanbul, TÜRKİYE
+90 533 313 04 78
gonencturkekul@gmail.com

SUMMARY

- Software and Product Manager with 12 years of experience leading product strategy, roadmaps, and delivery for enterprise digital transformation and modern software platforms. Known for scaling platforms across 17 affiliates, 20,000+ users, 1,100 cooperatives, and 2,500+ stores.
- Possesses a strong background in microservice architectures and intercompany integrations, and is proficient in this area with advanced stakeholder management and data-driven prioritization skills.
- Manager who increased delivery speed, quality, and predictability by implementing Agile transformation, PMO structuring, Jira processes, roadmap management, and corporate governance models.
- Leader who restructured analytics, testing, and software teams to create high-performing teams supporting product delivery; built a strong engineering organization by managing 150+ interviews.
- Defined MVP scopes, implemented phased deployments, and ensured dependency management across multiple internal products.
- Managed strategic communication and decision-making processes with the Board of Directors, General Management, and senior stakeholders; A results-oriented leader who aligns technology investments with business goals.

WORK EXPERIENCE

Software Development and Product Manager@Tarım Kredi Teknoloji

04/2023 –04/2026

Tarım Kredi Grubu – 17 Subsidiaries, 1.100 Cooperatives, 2.500+ stores, 22.000+ users

Developed & Delivered Products:

- 1- **KoopPOS**: 1,100 cooperatives and an ever-increasing number of stores are working with new generation cash register software integrated with devices and systems. Thanks to its technology, the effort required for version upgrades has been significantly reduced.
- 2- **KoopGO**: The mobile application serves as the customer face of the Tarım Kredi Market. Customer interaction and accessibility have been increased through the mobile channel. Campaign, product, and notification management has been centralized.
- 3- **KoopEnerji**: Fuel automation system managing the sales and reporting process of fuel sold to farmer members in 1,100 cooperatives. Cooperative reporting was standardized, reducing data inconsistencies.
- 4- **Toprak**: The Holding Administrative Management Platform is used by 17 companies and 22,000 users. Maintenance and development costs have been reduced by using a centralized platform instead of distributed applications. Thanks to its modules, the routine workload of personnel has been significantly reduced.
- 5- **DSS**: A BPM product that enabled the digitization of printed processes within the group on the Toprak Platform. Operational delays were reduced and tasks were completed faster.

Owned product vision and roadmaps for enterprise platforms used across the Tarım Kredi Group, aligning business priorities, technical decisions, and delivery practices across 17 subsidiaries and 22,000 users. By aligning product goals with technical decisions, delivery processes, and teamwork styles, I ensured the creation of work practices aligned with product objectives, and developed sustainable, scalable, and enterprise-scale value-generating digital products serving the group.

Product Ownership and Strategy

- I defined product vision, roadmap, and prioritization for the platforms serving the group and managed their processes.
 - I designed and coordinated MVP scopes, alpha, beta, UAT, pilot, and live transitions for the products we developed.
 - In roadmap decisions, I focused on ensuring the most balanced delivery of the product by balancing technical debt, regulatory requirements, and business priorities.
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Leading Enterprise Technology Transformation

- I designed and implemented a comprehensive modernization strategy by analyzing old and unsustainable legacy applications used within the group.
 - I designed and planned projects to migrate software architectures to microservice and micro-frontend approaches, and managed efforts prioritizing platform performance and scalability.
 - I ensured system integrity by managing all data migration processes reliably, seamlessly, and in accordance with corporate risk standards.
 - I reduced transaction times for new products from 140-150 seconds to 25-30 seconds by prioritizing platform performance and scalability in the modernization plan.
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Institutionalizing Product, Process, and Management Maturity

- I implemented Jira enterprise-wide for the first time, standardized requirements management, and reshaped monitoring and governance models to improve delivery control and prioritization.
 - I significantly increased the teams' productivity, delivery accuracy, and predictability by implementing the Agile transformation in a way that aligns with the company culture. I ensured that sprint and delivery processes progressed in line with product roadmaps.
 - I increased decision accuracy by creating strategic product roadmaps and managing joint decision-making processes with the Board of Directors and General Management.
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Organizational Structure, Team Leadership, and Human Resources Management

- I restructured software, analysis, and testing teams into a 25-person organization with a competency map and a 7M+ TL salary budget, strengthening delivery capacity and team structure.
 - I managed strategic recruitment processes by interviewing over 150 professionals and built a strong, trusting, and highly-performing team.
 - I established the Analysis Unit, which did not previously exist in the company, and defined requirements gathering, analysis production, and corporate documentation standards.
 - I created a sustainable and trust-based management model that increased commitment through role definitions in consultation with personnel.
 - I organized regular one-on-one meetings to closely monitor the team's motivation, problems, and satisfaction.
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Training, Skill Development, and Team Culture

- I institutionalized a culture of continuous learning within the company by initiating the Me-Time process and collaborating with Udemy Business.
 - I designed and implemented a training management structure that measures team skill development, manages training assignments, and tracks progress.
 - I initiated cross-training sessions to reduce technical debt, increase knowledge sharing, and strengthen corporate memory.
 - I designed the We-Time process. On Fridays, I increased team motivation, mutual acquaintance, and communication by playing computer games together to boost team engagement.
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Strategic Cooperation with Upper Management and Affiliates

- I worked regularly with the Board of Directors, the General Manager, and subsidiary managers to shape technology investments, project prioritization, and the digitalization roadmap.
 - I analyzed the needs of 17 subsidiaries, harmonized those needs, and managed the development of modules and product strategies based on efficiency principles.
- I contributed to decision-making that strengthened TK Technology's position within the Holding by defining the group's technology vision. I also took on operational responsibilities for the Istanbul office, supporting the seamless progress of teams and product deliveries.

Co-Founder @ Crosstech

11/2014 -02/2023

As a founding partner of Crosstech, I managed both the company's technical vision and operational processes for nine years. I held roles in backend development, project management, and product ownership using Microsoft technologies, while also overseeing the company's growth, resource planning, customer relations, and all operational, accounting, and administrative management responsibilities.

Strategic Management and Corporate Operations

- I created and managed the company's technology strategy from zero; I coordinated product development processes, resource planning, and operational processes end-to-end.
 - I managed critical business processes such as quotation, budget management, workforce planning, and customer contracts.
 - I ensured operational sustainability by preparing long-term roadmaps that supported the company's growth.
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Project Management and Product Ownership

- I defined client product scope, priorities, and delivery phases by translating business problems into sequenced product decisions within time, budget, and technical constraints.
 - I took ownership of product delivery decisions by balancing scope, value, and cost within time, budget, and technical constraints.
 - I managed backlog and delivery priorities by balancing customer expectations with sustainable product development.
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Software Development

- I contributed technically to numerous projects by developing backends using Microsoft .NET technologies, and I also led the proper design of the software architecture.
 - I took technical responsibility in areas such as API design, database modeling, integration management, and performance optimization.
 - I guided the team in establishing code standards, improving quality processes, and managing technical debt.
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Customer Management and Communication

- I worked directly with corporate clients from various sectors, analyzing their business needs, offering technical solutions, and managing the entire project delivery process.
- I developed communication models that increased customer satisfaction and fostered long-term collaborations.

Microsoft SharePoint Developer @ Vektora

2013–2014

During my internship at Vektora, my motivation, adaptability, and technical learning skills helped me quickly transition into a part-time professional role. I contributed to SharePoint implementation and customization projects for Zorlu Holding, supporting corporate workflow and process management systems.

SharePoint Project Development & Technical Delivery

- Contributed to the development, customization, and configuration of SharePoint-based systems managing corporate workflows for Zorlu Holding.
 - Supported form design, workflow development, integration structures, and content management processes.
 - Analyzed departmental business needs and developed SharePoint-based technical solutions to improve operational efficiency and user experience.
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Business Analysis, Customer Communication & Professional Growth

- Took part in customer communication, requirements gathering, and analysis processes, gaining my first structured corporate project experience.
- Started as an intern and quickly adapted to professional work discipline; this experience later became a strong foundation for my entrepreneurial transition and start-up journey.

EDUCATION

- Software Engineering @ Maltepe University (2009-2013)
- Girişim Savaşçısı(2015)
- Software & Database Development @ BilgeAdam (2011)
- Kağıthane Anatolian High School(2005-2009)

CERTIFICATION

- Claude 101(May 2026)
- CRM: Customer Relationship Management (July 2025)
- Customer Relationship Management | Retail Perspective (June 2025)
- Leadership: The Emotionally Intelligent Leader (May 2025)
- The Complete Artificial Intelligence and ChatGPT Course (March 2025)
- AI for Business - AI 101 Fundamentals for Managers & Leaders (February 2025)
- Executive Briefing: Artificial Intelligence (AI) + ChatGPT (February 2025)
- Generative AI for Business Leaders (February 2025)
- Requirements Engineering (IREB/INCOSE) (January 2025)
- Leadership Masterclass (September 2024)
- Leadership: Practical Leadership Skills (September 2024)
- Scrum & Agile Masterclass: Become a Scrum Master (September 2024)
- The Project Management Course: Beginner to PROject Manager (July 2024)
- Unleashing High-Performance Culture with McLaren Racing (July 2024)
- Scrum Fundamentals Certified (SFC) (April 2023)
- Programming in HTML5 with JavaScript and CSS3 Specialist (March 2014)
- Developing ASP.NET MVC 4 Web Applications (August 2013)
- Bilge Adam Software and Database Development (November 2011)

SKILLS

Product Strategy & Discovery

Product Strategy, Roadmap Management, Product Discovery, Problem Definition, MVP Scoping, Prioritization, Strategic Planning, Decision Making, Product-Market & Business Alignment

Delivery & Agile Execution

Backlog Management, Agile Software Development, Scrum Methodology, Delivery Management, Project Planning, Feasibility Studies, Sprint Planning, Execution Tracking, Cross-Functional Collaboration

Technical, Requirements & Design

Requirements Engineering, Non-Functional Requirements Management, System Design, UI/UX Strategy, Technical Feasibility Assessment, Generative AI Strategy & Adoption, Digital Product Development

Leadership & Communication

Stakeholder Communication, Team Leadership, Organizational Leadership, Customer Communication & Negotiation, Verbal & Written Communication, Emotional Intelligence, Cross-Team Alignment

LANGUAGES

- English - Upper Intermediate
- German - Beginner

HOBBIES

- Travelling
- Photography
- Strength Training
- Snowboarding

REFERENCES

References will be provided upon request.