

Kemal Büyüктаş

Product and technology leader · E-commerce, re-platforming, enterprise digitalisation, applied AI

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Summary

Nine years from DevOps to product and technology leadership, at COMPAREX, Modanisa, arabam.com and FLO Group. I rebuild platforms without stopping the business, and turn scattered processes into products and AI into results measured in production. At Modanisa I led the move of eight core domains to a new architecture. At FLO Group I was product owner of an 18-initiative group digitalisation programme that brought four companies onto one platform. My work has been published in four conference papers, and in the 2026–27 autumn term I teach two courses at five universities. Next, I am looking at CPO and Head of Digital roles, and at CTO roles in technology-driven organisations.

Selected results

- Group digitalisation programme: 18 initiatives on one platform under one governance model; 4 group companies, ~600 stores, ~1,500 users. Approval time from ~5 days to ~1 day, ~3,000 requests a month, 12 paper forms retired.
- Order allocation (~25,000 orders a day): manual carrier intervention down from 6.7% to 0.07%, deliveries 14% faster, logistics cost down 6.3%.
- Generative AI content system: content production time down about 70% across 121,000+ SKUs.
- Checkout A/B tests at Modanisa lifted conversion by ~18%; time to market at arabam.com down ~40%.

Experience

E-Commerce IT Lead Product Manager · FLO Group · Sep 2025 – present

- Owns the e-commerce IT product strategy and roadmap; leads 4–5 product managers and a larger engineering team, and mentors cross-functional teams.
- Product owner of the group-wide digitalisation programme: 18 initiatives across HR, finance, procurement, logistics, store operations, marketing, employee experience and PLM; SAP, SuccessFactors and Power BI integrations.
- One governance model: request maturation, a decision gate, versioned prototypes and phased MVPs. On the corporate shipping platform, 19 business rules were approved before development started.
- Autonomous AI-agent layer for repetitive process steps; presented at TRAI Meet-Up #102 (February 2026).

E-Commerce Senior Product Manager · FLO Group · Oct 2024 – Aug 2025

- E-commerce product vision and roadmap in line with company strategy; market and competitive analysis; data-driven improvements to core customer flows.
- Automated warehouse and carrier assignment for ~25,000 orders a day: decisions in 10 ms, manual carrier intervention from 6.7% to 0.07%, deliveries 14% faster, logistics cost down 6.3%.
- Multi-model generative AI content system (121,000+ SKUs, over one million reviews): content production time down about 70%.
- Behaviour-based loyalty framework across app, web and stores. All three were validated in production and published as conference papers.

Senior Product Manager · arabam.com · Jan 2023 – Sep 2024

- Full product lifecycle across web and mobile for one of Türkiye's leading automotive marketplaces: roadmap, experimentation and data-informed optimisation.
- Vehicle inspection platform connecting 58+ branches; the report readable by the customer online.
- Trink AI: appraisal, notary and transfer handled on the buyer's behalf.
- Prioritisation based on A/B testing and analytics; a two-week sprint cadence cut time to market by ~40%.

E-Commerce Product Manager · Modanisa · Apr 2018 – Dec 2022

- Re-platforming of eight core domains (listings, checkout, basket, homepage, search, warehouse, customer service, supplier) to a new architecture without a big-bang cut-over.
- Seven products on one product source: internal marketplace, product-information management, external marketplace integrations, a WhatsApp commerce bot, self-service support, automated prize draws and the affiliate programme.
- Payment, finance and accounting systems; warehouse and inventory digitalisation; campaign management; supplier relations.
- Checkout A/B tests lifted conversion by ~18%.

IT Specialist (DevOps) · COMPAREX · Jun 2017 – May 2018

- DevOps toolchains, CI/CD, infrastructure and systems management; requirements analysis and coordination between technical and business stakeholders.

Education

- **Executive MBA** · Bahçeşehir University · 2025 – present
- **MSc, Management Information Systems** · Bahçeşehir University · 2023 – 2025
- **BSc, Management Information Systems** · Anadolu University · 2018 – 2021

Teaching and talks

“Sektör Kampüste” (Industry on Campus) programme of the Ministry of Industry and Technology of Türkiye · Autumn term 2026–27 (September 2026 – January 2027)

- **Digital Transformation in the Age of AI** · Antalya Belek University, Istanbul Okan University, Marmara University
- **E-Commerce Product Management and Strategy** · Zonguldak Bülent Ecevit University, Selçuk University
- Talk: “**End-to-end enterprise processes with autonomous AI agents**” · TRAI Meet-Up #102 · Türkiye Yapay Zeka İnisiyatifi, Feb 2026

Publications

- **Multi-Modal Sensing for Real-Time Operations Monitoring in Physical Retail: A Framework Combining Computer Vision, IoT Telemetry, and Transactional Signals.** 1st International Edessa Scientific Studies Congress (Harran University / ISARC), Şanlıurfa, Türkiye · Proceedings pp. 365–374, 2026.
- **From Transactional Loyalty to Behavioral Engagement: A Data-Driven Framework for Customer Value Creation in Omnichannel Retail.** 10th International Mediterranean Scientific Research and Innovation Congress (ISARC), Antalya, Türkiye · Proceedings pp. 193–204, 2026.
- **A Multi-Model Artificial Intelligence System for Content Generation and Data Analysis in E-Commerce Operations.** 12th International Hasankeyf Scientific Research and Innovation Congress (ISARC), Batman, Türkiye · Proceedings pp. 533–540, 2026.
- **Supply Chain Automation: Optimization of Warehouse and Carrier Assignment System.** 8th International Selçuk Scientific Research Congress (ISARC), Konya, Türkiye · Proceedings pp. 1023–1029, 2025.

Skills

Product strategy and platform thinking · Re-platforming and marketplace integrations · Enterprise process digitalisation and programme governance · Applied AI in production: generative content, AI agents, computer-vision event detection · Integration architecture (SAP, SuccessFactors, Power BI, 3PL and marketplace APIs) · Experimentation, analytics and KPI design · Stakeholder management and cross-functional leadership · Agile and Scrum at scale; DevOps and CI/CD background

Certifications

Agile Project Management (Google, 2023) · Foundations of Project Management (Google, 2023) · Software Product Management (University of Alberta, 2023) · Software Processes and Agile Practices (University of Alberta, 2023) · Google SEO (University of California, Davis, 2022)

Languages

Turkish (native) · English (professional working proficiency)

Volunteering

Active in FLO Group's corporate volunteering programme: visits to Darülaceze and, with Hayata Destek, toy-making for children affected by disasters. Received a volunteering plaque from the group's CEO in December 2025.