Firat Gomi

Product Manager | AI & B2B SaaS

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10 Seconds Summary

5+ years experience in AI, B2B SaaS, and e-Commerce. Skilled at transforming insights from data into user-focused solutions, resulting in measurable outcomes like ARR growth or user adoption.

Core Competencies

• **Product Discovery & Validation** – Expertise in user interviews and iterative prototyping to uncover market needs and refine product features.

• **Data-Driven Strategy** – Skilled in translating analytics and user insights into actionable plans that improve product performance and ROI.

• **Cross-Functional Collaboration** – Adept at uniting product, tech, marketing, and operations teams to execute cohesive strategies and drive results.

Experience

Trilogy, B2B Software Solutions - *AI Product Manager*

August 2023 - Present

- Onboarded 20 enterprise clients ($3M ARR) to Jive CoPilot, reducing document search time by 30% and boosting daily productivity with AI.
- Created 3 prototypes to test our hypotheses from 20+ customer interviews, saving $250K in development costs by focusing on the most important values.
- Built the "Survey Insights" demo with AI tools, gathering input from 12 clients to confirm market fit and guide the development process.

Innoscripta, B2B Solutions for R&D and Sales Teams - *Product Manager*

October 2022 - July 2023

- Transformed Clusterix.io by integrating GDPR-compliant features for Sales & Marketing, boosting product adoption by 18%.
- Implemented machine learning on CRM data to identify new leads, reducing market research time by 40% and increasing ROI by 24%.
- Added communication tools within the CRM based on user feedback, driving a 34% increase in feature engagement within 5 months.

Enhance Ventures - *Product Manager*

November 2021 - October 2022

- Led remote cross-functional teams with UX and engineering, resulting in 2 successful product launches and 1 strategic pivot.
- Analyzed market insights and user feedback to transition BlueTerra to an organic grocery subscription model, increasing customer lifetime value by 32%.
- Optimized the checkout experience with UI/UX enhancements and A/B testing, reducing the bounce rate from 84% to 55%.

Alegra - E-commerce Agency - *Project Manager*

February 2020 - October 2021

- Built and managed multi-channel e-commerce platforms for clients like Godiva and L'Oréal, raising NPS from 6.5 to 9.1.
- Identified business challenges and leveraged stakeholder insights to boost ROI on feature developments by 15% per sprint.
- Expanded checkout, payment methods, and API integrations with third-party delivery options, increasing demo conversion by 22%.

Education

Yildiz Technical University, Istanbul - *Industrial Engineering*

Universidad de Deusto, Bilbao - *Industrial Organisation Engineering*

Volunteering

Afet Saglik – Co-led to develop a low-data, fast-load system with 15 other volunteers to help people locate medical organizations after the earthquakes in Hatay, Turkey.

Roof CoLiving / Ayvalik, TR – Redesigned an abandoned park into a purposeful community space with a team of 5, winning first place in a municipal competition.

Newseum Project / Sarajevo, BiH– Increased awareness of the National Museum's financial situation by creating a city-run game and marketing campaigns.

Skills

Product: A/B Testing, UX Research, Discovery & Validation, Roadmap, MVP Design

AI&ML: PoC with AI, Agent Building, StackAI, GPT, NLP, Structured ML, Deep Learning

Technical: Python, SQL, SAP TM/SD, API Development, Google Analytics, Userpilot, Pendo

eCommerce: Magento, Shopify, Omnichannel Commerce, Subscription Modals, Headless CMS

Languages: English (C2), German (B2), Spanish (A2), Turkish (Native)