



Alperen Demirli

Product Manager

Contact

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Education

B.Sc. in Civil Engineering 2017
Sakarya University

Certificates

- Google AI
- Google Project Management
- PMP (35 PDU Completed)
- UiPath RPA Developer
- Agile for the Modern Product Manager
- IBM Product Manager

Competencies

Core Competencies:

Product Strategy · Roadmapping · Product
Discovery & User Research · Stakeholder
Management · Prioritization · Product Analytics ·
Go-to-Market (GTM) & Enablement · UAT /
Acceptance Criteria · OKRs / KPIs

Product & Collaboration Tools:

Jira · Confluence · ClickUp · Figma · GitHub ·
Microsoft Project

Data & Reporting:

SQL · Power BI · Tableau · Excel (Power Query, VBA)

Other Systems:

Salesforce · HubSpot · SAP · UiPath

About Me

Over the past 7+ years, I have worked in the UAE, Saudi Arabia, Qatar, and Montenegro (at least one year in each), taking ownership of multi-module SaaS platforms delivered across web and mobile. I supported deployments, rollouts, and customer-specific adaptations across multiple organizations, working closely with local teams, central teams, partners, and end users. In parallel workstreams spanning multiple locations, I tracked both operational implementation needs and ongoing product evolution.

I combined customer conversations, support signals, and product analytics to clarify requirements, set priorities, plan with cross-functional teams, and ship releases on a consistent cadence. Working closely with design and engineering, I simplified complex flows through targeted UX and journey improvements. I also helped standardize product messaging for sales and marketing by preparing demos, presentations, and enablement materials. To maintain quality and a sustainable delivery rhythm, I established clear acceptance criteria, test/UAT checkpoints, and structured release/go-live readiness controls.

Experience

Product Manager

- Thronis (Abu Dhabi, Riyadh, Istanbul) 2020 - Ongoing
 - Led end-to-end delivery of 8 enterprise-grade platforms (web + mobile), driving go-live and scaling across a multi-module architecture.
 - Coordinated onboarding, integrations, and rollouts for enterprise and public-sector customers to ensure smooth adoption and successful go-live.
 - Combined user feedback, support signals, and product analytics to prioritize effectively, manage an impact-driven backlog, and establish a consistent release cadence.
 - Identified friction points impacting activation and retention, delivering UX and critical flow improvements to increase sustained usage.
 - Standardized product storytelling for Sales/Marketing by creating demo environments, pitch decks, battlecards, and use-case narratives.
 - Owned go-to-market coordination through positioning, release planning, and demo narratives; unified pre/post-launch messaging and demo flows.
 - Partnered closely with Design and Engineering to simplify complex workflows; introduced discovery and testing routines to surface edge cases early.
 - Reduced support load through documentation and self-serve content; decreased annual user-generated ticket volume by ~20% YoY.
 - Ran regular product demos for senior customer stakeholders, managing feedback loops and aligning decision-makers during rollout phases.
 - Led the ISO 19650 certification process under BSI audit; became the first software team in the Middle East and Turkey to obtain ISO 19650 certification.

Technical Coordinator

- CSI Global (Doha, Dubai, Herceg Novi) 2018 - 2020
 - Served as a Technical Coordinator in Doha, Dubai, and Herceg Novi, clarifying customer requirements and managing coordination with the software team.
 - Managed demo/feedback cycles and owned documentation, acceptance criteria, and UAT/sign-off to ensure smooth and reliable delivery.

Civil Engineer

- Esen Yapı (İstanbul Grand Airport) 2017 - 2018