

İletişim Bilgileri

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En Önemli Yetenekler

Ürün Yaşam Döngüsü Yönetimi

Global Ürün Geliştirme

Agile Metotları

Certifications

Certificate of completion: Claude 101

McKinsey Forward Program

Introduction to Machine Learning

Digital Leadership Program

ReFi Web3 Economy

Ege Gür

Lead Product Manager @ Garanti BBVA | Digital Banking,API, BaaS
| Passionate Entrepreneur

İstanbul, Türkiye

Özet

Product Manager with over 4 years of experience building scalable digital products from 0 to 1. Currently leading two cross-functional software teams at Garanti BBVA to deliver Service Banking (BaaS) and Embedded Finance solutions. Proven expertise in enabling seamless system integrations with external partners (e-commerce, gaming platforms, fintechs) through robust API architectures. Guiding product strategy and feature prioritization by tracking user behavior. Passionate about bridging the gap between complex business strategies and agile technical execution across backend and frontend.

Deneyim

Garanti BBVA

3 yıl 11 ay

Lead Product Manager (Cash Management)

Mayıs 2026 - Present (2 ay)

İstanbul, Türkiye

- i. Lead product strategy and end-to-end execution for Service Banking (BaaS) and Embedded Finance solutions, bridging traditional finance with dynamic digital ecosystems.
- ii. Scale financial products and enable seamless system integrations with external partners (e-commerce, gaming platforms, fintechs) through robust and secure API architectures.
- iii. Oversee the product lifecycle and digital modernization of Cash Management solutions, including Check and Promissory Note products, alongside Service Banking and Embedded Finance portfolios.

iv. Spearhead customer discovery and market research initiatives to identify pain points, resolve client grievances, and transform feedback into innovative product features.

v. Act as Product Manager & Owner, directly managing cross-functional software development teams, prioritizing backlogs, and ensuring Agile delivery for high-impact financial services.

Digital Product and Business Development Senior Specialist

Mart 2024 - Mayıs 2026 (2 yıl 3 ay)

İstanbul, Türkiye

Digital Product and Business Development Associate

Ağustos 2022 - Mart 2024 (1 yıl 8 ay)

Endeavor Türkiye

CaseCampus21' Fellow

Temmuz 2021 - Present (5 yıl)

-During a week, I had the chance to get advice and ask questions from venture investors and the founders of successful startups around the world.

Kordsa

Strategy and Business Development Intern

Mart 2022 - Temmuz 2022 (5 ay)

Kocaeli, Turchia

i.Executed data-driven analyses, feasibility studies, and comprehensive due diligence for potential M&A and purchasing opportunities.

ii.Calculated break-even points for prospective mergers and acquisitions to guide strategic decision-making and ensure ROI.

LOGO Yazılım

Revenue Management & Business Development

Ağustos 2021 - Ekim 2021 (3 ay)

Turkcell

Sales Development Intern

Aralık 2020 - Ocak 2021 (2 ay)

Stratejik İşler Danışmanlık

Management Consulting

Ağustos 2020 - Ekim 2020 (3 ay)

QNB Türkiye

Corporate Finance Intern

Temmuz 2019 - Ağustos 2019 (2 ay)

İstanbul, Türkiye

Eğitim

Orta Doğu Teknik Üniversitesi

Bachelor of Business Administration - BBA, Business Administration and
Management, General · (2017 - 2022)