mert erbil

Digital product person focused on solving problems and creating smooth digital experiences.

Rotterdam, Netherlands · hi@merterbil.com

As an experienced digital product person, I've been delivering actionable solutions and leading product strategies in various industries for over ten years with various teams under both IT and business umbrellas. I've led numerous redesign, automation, solutioning, consultancy & service design projects and implemented them on multiple platforms in various scales of companies, from startups to multinational corporations.

Apart from my full-time duties, I advise an early-stage startup called After5 on product strategy and tech management. I also experiment on YouTube, sharing personal hot takes and reviews with a 2000s blogging vibe.

work experience

jun 2026 – present **DEPT®** Technical Product Owner - E-commerce — Digital Consultancy · NL

clients: Action · dept.global

Lead product development for Action's ROPO (Research Online, Purchase Offline) team as Technical Product Owner, owning both long- and short-term planning across a complex project and integration landscape. Ran MVPs and pilots including Weekend Deals, loyalty initiatives, partner integrations, and personalized homepage elements. Manage a multinational scrum team of 6 and own all system and third-party integrations for the backend, app and web within the ROPO domain.

nov 2022 – apr 2026 **Mobiquity (acq. by Hexaware)** Senior Product Owner - Consumer Products — Digital Consultancy · NL

clients: SGS, Spark Networks · hexaware.com

Led product strategy, discovery, and delivery for clients across fintech, consumer, and e-commerce sectors. Drove product transformations and experience redesigns for global clients, including a cross-platform workflow app in Africa that reduced customs smuggling and a chat module rebuild for a dating platform serving 1M+ users. Ran A/B tests and monetization experiments across dating brands, and provided consultancy support throughout presales, solutioning and client onboarding phases.

> **Online Dating Platform Consolidation**
> Led a 10+ people of agile delivery team to design and deliver the migration of a legacy dating platform (with 6-digit active users) to a newer platform, including multi-layer engineering and frontend level adjustments.
> Spark · Migration · Project Management · Platform Engineering · Legacy

> **Online Dating Growth Experiments**
> Initiated and executed various experiments on subscriptions and a-la-carte payments through multiple online dating platforms. Communicated and extended the experiments when they performed well.
> Spark · Monetization · A/B Testing · Web · Mobile · Pricing

> **Mobiquity PM Academy**
> Organized a product management-oriented meetup in the company and hosted 30+ people at the office. Additionally, I performed a keynote speech on JTBD applications during client engagements.
> Mobiquity · Meetup · Speaker · Event · Hosting

> **Instructor & Facilitator at Mobiquity**
> Led internal workshops on design thinking and JTBD, plus a recurring training series for new consultants on presentations and client communication, alongside in-team Product Critique sessions, during my time at Mobiquity (2023–2026).
> Mobiquity · Training · Facilitation · Workshop

> **SGS D-Tect Parcel**
> Led the project team to deliver a multiplatform AI-supported workflow management system at an airport customs office in Africa to minimize tax fraud. The project is completed in 3 months, included Azure cloud integration, AI image processing structures, a secure workflow web-app with multiple user layers and a React Native mobile app, alongside on-site solutioning.
> Mobiquity · SGS · Mobile · Web · AI · Cloud

oct 2021 – nov 2022 **n11.com** Senior Product Owner - Customer & Seller Platforms — E-commerce · TR

n11.com

Led the enhancement of e-commerce registration flows (MFA implementation + migration) and integration projects, built and managed cross-functional agile project teams, converted business requirements into PRDs to execute as technical projects, also owned and managed post-acquisition synergy projects alongside Getir teams.

Getir App Integration

After acquisition, n11 is placed on Getir super-app as an e-commerce vertical including multiple SSO scenarios, started as a webview and evolved into a 100% native module.

n11 · Mobile · Integration · SSO · Authentication

SMS Auth Implementation

Revamped the existing e-mail-only verification flow into TFA structure through SMS verification by migrating the user base and redesigning all relevant user registration, management and fraud scenarios. (1M+ user SMS-verified in 6 months)

n11 · Mobile · Web · User Verification · Fraud · Integration

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jan 2021 – sep 2021 **QNB Finansbank** Lead Product Manager - SME Cash Products — Banking · TR

qnbfinansbank.com

Managed deposit & saving accounts (2x profit) and commercial commissions (+70% collection) with extensive stakeholder management, shaped and executed comprehensive centralized and digitalized business strategies, and led a team of 2 to define product vision and go-to-market strategies.

Automated Commission Collection Improvements

Re-evaluated the SME commission collection structure and improved to scan multiple accounts smartly, cover more commissions and follow the latest legislations (+70% collection volume).

QNB Finansbank · Backend · Automation

Online Letter of Guarantee for SMEs

Digitalized Letter of Guarantee application and handover processes and implemented into web and mobile applications for suitable users for the very first time in the country (100+ transactions in 3 months).

QNB Finansbank · Mobile · Web · Digital Banking

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nov 2019 – dec 2020 **beIN Media Group** Product & Segment Coordinator - Sports — Sports Broadcasting · TR

digiturk.com.tr/

Managed the engagement of 1M+ sports subscribers, maintained Covid-19 crisis actions, and executed ad-hoc campaigns to sustain sports subscribers in a world without sports. Also led the sports content strategy through business impact analyses, and helped build a greater strategy among stakeholders by collaborating and sharing regular insights from the sports base.

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may 2018 – oct 2019 **Bilyoner** Product Manager - Betting Platforms — Sports Betting · TR

bilyoner.com

Led a year-long agile redesign project (+legacy migration) for an enhanced sports-betting experience (+live betting implementation) and conducted 50+ user interviews to shape product strategy and design iterations. Meanwhile, secured and led integrations of multimillion-EUR deals for partnerships, including live-streaming rights, data partnerships, and CRM tools.

A New (and Live) Sports Betting Experience

Drove 1+ year-long research, design, development & service integrations for a whole new sports entertainment experience including the introduction of live-betting to the country (1M+ active users on launch day) and won Webrazzi - Best Sports Betting Service Award.

Bilyoner · Mobile · User Interview · Integration · API · Data Service · Streaming

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apr 2016 – oct 2017 **Apsiyon** — Property Management SaaS · TR

Product & Business Development Executive - Household Experience

apsiyon.com

Owned the B2C segment of a B2B fintech startup and launched brand new apps for residents with payment integration, various multiplatform sub-products, modules and campaigns to enhance the gated community experience (loyalty platform: 7k users in 3 months), also rebuilt legacy modules and optimized numerous customer experience flows.

Design Sprint - Community App

Facilitated a proper design sprint to prototype a profitable community app through existing app users, which later became a featured case study on GV Sprint Stories.

Apsiyon · Design Sprint · Mobile · Facilitation · Case Study

Apsiyon Loyalty Platform

Built an in-app loyalty platform from scratch and closed 20+ partnership deals with local and national brands to increase app traction and generate revenue.

Apsiyon · Mobile · Web · Partnership · Loyalty · Revenue Sharing

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may 2012 – feb 2015 **QNB Finansbank** Product & Process Development Supervisor - SME Banking Banking · TR

qnbfinansbank.com

Managed commercial installment loans by owning P/L (4x growth in 2 years), led service design and digital transformation projects, and facilitated centralization initiatives for enhanced remote banking services (launched first ever online & CC commercial loan & reached top20 branch level in 1 year).

Online Instant Commercial Loans

Delivered the very first commercial installment loan through an online channel in the country. In a year, the channel grew to a level around top20 branch and won a Stevie Award on Product Management.

QNB Finansbank · Digital Transformation · Centralization · Mobile · Web

Centralized SME Banking

Made on-site analyses across the country to identify process issues and interpreted them into operationally feasible centralized banking solutions served through call-center and digital banking (multimillion saving on operations costs).

QNB Finansbank · Centralization · Operations · Process Management · Solution Design · User Interview

side work

Advisor - After5

Since 2025, advising the cofounders of an early-stage IRL friendship platform for ambitious women on product strategy, UX direction, and tech management. Led a full app redesign and built the product management foundations and a data- and AI-driven way of working.

Speaker & Guest Lecturer

Deliver guest lectures at universities, run private workshop sessions for corporate audiences and 1-1 mentoring on product management, product discovery with AI, and how product design evolves across cultural and lingual contexts.

Terrible Tech Podcast

Co-hosted and produced a 20 episode Turkish-language podcast (2025–2026) with a fellow UX designer, exploring how modern technologies fail users through flawed design, misguided strategy and cultural blind spots.

Wardrobe Genie

Built a daily dress picker on Coda in a no-code product development contest and won the Golden Kitty in 2019 Product Hunt Makers Festival - Life Hacks category.

education

Istanbul Technical University
Bachelor of Science in Industrial Engineering
2008–2012

Istanbul Bilgi University
Master of Arts in Marketing & Communication
2014–2017

Universidade Europeia Lisboa
MBA - Exchange Student
2015

Istanbul Bahcesehir University
Ph.D. on Advertising & Public Relations (did not pursue thesis completion)
2017–2020

certificates

Professional Scrum Product Owner II (PSPO II)
Xebia Academy & Scrum.org
2025

Product Strategy
Tim Herbig
2024

Service Design
Ethnogram
2019

UX Foundations
UX Design Institute
2018

skills

Service Design · Agile Project Management · Workshop Facilitation · Design Thinking · User Research · Design Management · Journey Mapping · Business Analysis · Solution Design · Data Analysis · Product Metrics · Stakeholder Management · Client Relationship Management