









RIFAT ERDEM SAHIN


PRODUCT MANAGER | PRODUCT STRATEGY & LIFECYCLE MANAGEMENT SPECIALIST

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 -  **Portfolio:** <https://rifaterdemsahin.com>
 -  **Schedule a Call:** <https://calendly.com/rifaterdem/schedule>
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PROFESSIONAL SUMMARY

Senior Product Manager specializing in **product strategy, market fit, and end-to-end product lifecycle management**. Deep expertise in identifying market opportunities, defining product vision, and leading cross-functional teams to launch successful digital products. Proven track record in driving user growth and monetization strategies.

CORE COMPETENCIES

-  **Product Strategy** - Market Research & Opportunity Analysis - Product Vision & Roadmap Definition - Go-to-Market (GTM) Strategy - Business Model Generation & Pricing
 -  **Product Operations** - KPI Definition & Analytics Tracking - A/B Testing & Conversion Optimization - Customer Journey Mapping - Cross-functional Leadership (Eng, Design, Sales)
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KEY ACCOMPLISHMENTS

2024 | SaaS B2B | London

New Market Expansion - Challenge: Launch the existing UK product into the US market. - **Solution:** Conducted deep market research, adapted the product feature set for US compliance, and coordinated the GTM launch. - **Impact:** - Acquired 100+ US enterprise customers in the first 6 months. - Generated \$1M ARR in the first year of expansion. - Successfully positioned the product against local competitors.

2023 | Consumer Social | Remote

Engagement Growth Initiative - Challenge: Reverse a trend of declining daily active users (DAU). - **Solution:** Conceptualized and launched a “Social Streaks” feature to gamify daily usage. - **Impact:** - Increased DAU by 25% within 3 months. - Improved Day-30 retention by 15%. - Feature became a core differentiator in marketing campaigns.

PROFESSIONAL EXPERIENCE HIGHLIGHTS

Senior Product Manager / AI Solutions Architect | January 2025 - Present *IBM | London, UK*

- Architecting hybrid cloud transformation using IBM Cloud and Red Hat OpenShift for Fortune 500 enterprises
- Implementing watsonx AI solutions for intelligent automation, reducing operational overhead by 35%
- Leading DevSecOps transformation with Ansible Automation Platform and Terraform IaC across multi-cloud environments
- Delivering zero-downtime Kubernetes cluster migrations for mission-critical financial and government workloads
- Building enterprise CI/CD pipelines with GitHub Actions and Jenkins serving 500+ developers globally

Senior Product Manager / Technical Lead | 2020 - 2025 *Goldman Sachs, Ypsomed, Cushman & Wakefield*

- Led product manager initiatives across finance, healthcare, and real estate sectors

- Designed and implemented solutions supporting millions of daily transactions
- Established best practices and automated frameworks
- Mentored engineering teams on modern technologies and practices
- Delivered solutions achieving 300% improvement in operational efficiency

Product Manager | 2016 - 2020 *Microsoft, Emerson, Various Fortune 500*





- Built enterprise solutions for digital transformation initiatives
- Led cross-functional teams designing scalable applications
- Established frameworks and implementation strategies
- Evangelized modern technologies through technical leadership

EDUCATION

 **Bachelor of Science**

Southern New Hampshire University, USA  | 2013



CERTIFICATIONS & CONTINUOUS LEARNING

-  **Microsoft Certified Solutions Architect Expert**
-  **AWS Certified Solutions Architect Professional**
-  **Azure Solutions Architect Expert**
-  **Certified Kubernetes Administrator (CKA)**

Continuous Learning:

- Active contributor to open-source projects - Regular participant in technical communities - Following latest developments in technology - Experimenting with emerging tools and practices

SECURITY CLEARANCES

-  **UK SC (Security Check)** - Valid until 2028
-  **NATO Clearance** - Valid until 2029
- ✓ **Background Checks:** Watchdog (2024), Sterling (2019)

AVAILABILITY & CONTACT

Immediate Availability for product manager roles



Schedule a Discussion: <https://calendly.com/rifaterdem/schedule>



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SUPPORTING DOCUMENTS



Technical Portfolio & Presentations:

[https://rifaterdemsahin.com/wp-](https://rifaterdemsahin.com/wp-content/uploads/2025/02/rifaterdemsahinprofilepresentation.v2025.2.pdf)

[content/uploads/2025/02/rifaterdemsahinprofilepresentation.v2025.2.pdf](https://rifaterdemsahin.com/wp-content/uploads/2025/02/rifaterdemsahinprofilepresentation.v2025.2.pdf)

References and detailed project portfolios available upon request