

ERSAN SEVİNÇ

Technical Product Manager • IT & Business Consultant • AI-Native Delivery

İstanbul, Turkey | +90 545 964 02 44 | ersan.sevinc@gmail.com | linkedin.com/in/ersan-sevinc | github.com/e-sevinc | ersansevinc.com

PROFILE

Product and delivery professional with 8 years across enterprise software, insurance technology, ERP, and compliance. Currently Product Manager of an AI-native enterprise training platform serving 450+ users, which I originated as a concept and took from first commit to production in three months, replacing a legacy internal system. I work as a hands-on technical product owner: PRDs and roadmap alongside 400+ commits, architecture participation, and test strategy. I have built and embedded an AI-first SDLC in which LLMs support specification, code review, test design, and release documentation, with hallucination risk actively managed each sprint. I also delivered a GraphRAG-based generative-AI knowledge platform over legacy mainframe systems for a global insurance client. PMP® and ITIL® v4 certified, with ISO 27001, TISAX, and SPICE governance depth that transfers directly to regulated-industry delivery.

CORE COMPETENCIES

Product Product vision & roadmap • PRD authoring • Backlog & prioritisation • Persona and JTBD modelling • Sprint cadence • Executive stakeholder reporting • Product discovery • Competitive analysis

AI-Native Delivery LLM-assisted SDLC • Spec-driven development • RAG / GraphRAG solution design • Prompt engineering • Agentic tooling • AI output validation & hallucination mitigation • AI usage monitoring

Analysis Requirements elicitation • As-Is / To-Be process design • Gap & impact analysis • Interface analysis • Requirements traceability (RTM) • BRD / FRD / SRS • Acceptance criteria

Delivery & QA Release management • UAT planning & execution • Multi-market rollout • Test strategy & case design • API and integration testing • Defect lifecycle • Vendor & SLA coordination • Agile, Waterfall, Hybrid

Governance ISO 27001 • TISAX • SPICE • ISO 9001 / 20000-1 / 22301 • GDPR • KVKK • Risk management • CAPA • Business continuity • Audit preparation • BPM workflow design

TECHNICAL STACK

Frontend Next.js • React • TypeScript • Tailwind CSS • shadcn/ui • Radix UI

Backend .NET • Clean Architecture • CQRS • PostgreSQL • Entity Framework Core • REST APIs • FluentValidation

AI & Data RAG / GraphRAG architecture • LLM & embedding models • Claude • SQL • DBEaver • Elastic / Kibana

Platform & DevOps Microsoft Entra ID • RBAC • JWT / PKCE • GitLab CI/CD • Docker • Quartz.NET • Serilog • Git

Quality Playwright (E2E) • Testcontainers • NSubstitute • Postman • Swagger • TDD • Regression & integration testing

Business Tools Jira • Confluence • Figma • BPM tools • Power BI • caniasERP • Odoo ERP • MS Office & Excel • Visio

PROFESSIONAL EXPERIENCE

Consultant | DefineX Consulting — İstanbul, Turkey

July 2023 – Present

Product Manager — Praxis, AI-Native Training Management Platform

Jan 2026 – Present

- Originated the product: brought training-management domain expertise and an AI-first delivery concept to executive sponsorship as a working mockup, securing funding, a dedicated development team, and product ownership of the resulting platform.
- Own the product end to end — vision, roadmap, PRD authoring, backlog and prioritisation, sprint cadence, cross-functional alignment, and executive-committee reporting.
- Delivered Phase 1 to production in three months from first commit — now serving 450+ users — retiring a legacy internal platform and eliminating a recurring class of operational risk by introducing proper DEV/UAT environment isolation for the first time.
- Authored the Phase 2 product strategy, expanding the platform from 4 to 10 personas and introducing a skills and competency taxonomy as its structural spine — shifting the product from request-and-approval workflow to a closed-loop, measurable learning system.
- Contributed 400+ commits as the repository's leading contributor across a Next.js / React / TypeScript frontend and a .NET Clean Architecture backend, operating as a hands-on technical product owner rather than a documentation-only PM.
- Established an AI-first SDLC now used as an internal reference model: LLM-assisted specification authoring, requirements definition, code review, test design, and release documentation, with hallucination risk mitigated through iterative validation and per-sprint guidelining.

- Shipped enterprise SSO, role-based access across 5 roles, scheduled job infrastructure, notification and certificate workflows, and full internationalisation across 4 locales including right-to-left layout support.
- Run the platform as an internal proving ground for AI-native product development — validating the methodology on real users and real data before it is recommended to clients.

Analyst & Solution Delivery — GenAI Knowledge Platform, Global Insurance Client

2026

- Delivered a generative-AI analysis and knowledge-access platform now used by 70+ developers and analysts, built on a RAG/GraphRAG architecture over decades-old PL/1 mainframe systems and running on the client's internal LLM and embedding models to satisfy data-sovereignty constraints.
- Analysed PL/1 source, JCL flows, batch schedules, and database structures, applying GraphRAG to give fragmented legacy assets semantic meaning and traceable, queryable relationships.
- Replaced manual, effort-intensive impact analysis with on-demand dependency tracing and visualisation usable by developers and business analysts alike.
- Reduced key-person risk from a shrinking pool of legacy specialists by converting undocumented tribal knowledge into a connected, searchable knowledge layer.
- Specified AI agents and tooling for platform monitoring, logging, and management-level usage reporting.

Analyst & Software QA — Insurance Core Platform, Global Insurance Client

2023 – Present

- Lead requirements gathering, gap analysis, and stakeholder alignment for the centralisation of enterprise insurance software systems; currently driving the delivery and UAT phase of a core insurance product.
- Design and execute functional, integration, and regression test suites, validating API and web-service behaviour and ensuring accurate policy data transfer across systems.
- Coordinate UAT planning, manage test cycles, maintain requirements traceability, and support go/no-go decisions.
- Participate in architecture and specification reviews, surfacing risks and inconsistencies early; own deployment and release support, reducing issue leakage and stabilising go-lives.

Multi-Market Rollout & KPI Management — Global Automotive Aftersales

2023 – 2024

- Led implementation, localisation, and adoption of 3 enterprise software products across 15+ international markets.
- Ran monthly performance reviews across 10+ markets, identifying root causes, defining corrective actions, and improving adoption KPIs.
- Acted as primary point of contact between market teams, product stakeholders, and leadership, translating field requirements into prioritised product improvements.
- Built executive-level KPI dashboards consolidating multi-market insight to guide strategic decision-making.

Quality Systems Manager | IAS — caniasERP, İstanbul, Turkey

Aug 2022 – July 2023

- Achieved and maintained ISO 9001, 27001, 15504, 20000-1, 22301, TISAX®, and sector-specific certifications, strengthening regulatory alignment across the organisation.
- Cut approval times by 90% by defining BPM requirements and integrating corrective-action, risk, and document workflows directly into the ERP platform.
- Led 10+ audits and 5+ inspections, reducing non-conformities by 85%; applied risk management strategies that cut compliance risk by 70%.
- Standardised processes across 15+ departments, improving cross-functional efficiency and audit readiness.

Project Manager | IAS Business Academy, İstanbul, Turkey

Feb 2021 – Aug 2022

- Defined requirements and supported the full SDLC of an ERP-based Training Management module — the domain foundation later applied to Praxis.
- Standardised 30+ workflows, lifting customer satisfaction and referral rates by 97% based on survey data.
- Led a cross-functional team of 6 across HRM, inventory, CRM, warehouse, risk management, and balanced scorecard; delivered a corporate training platform website and an ERP-integrated certification verification feature on schedule.

ERP Training Specialist | IAS Business Academy, İstanbul, Turkey

Aug 2019 – Feb 2021

- Designed and delivered 80+ technical ERP training sessions to 540 professionals, achieving a 90% success rate on participant feedback.
- Built tailored training content aligned to ERP features and business processes, and expanded the portfolio with new courses and modules.

Education Coordinator | British Culture, İstanbul, Turkey

Dec 2018 – July 2019

- Standardised and documented educational workflows and mentored teaching staff, reducing administrative errors and lowering teacher turnover by 70%.

LEADERSHIP & ADVOCACY

- Project Manager & Patient Advocate** | HAÖDER — Hereditary Angioedema Patients Association (NGO) *June 2015 – Present*
- Lead international advocacy for Hereditary Angioedema, representing Turkey at global rare-disease forums and building partnerships with healthcare and patient organisations.
 - Delivered 15+ events uniting patients, clinicians, and policymakers to advance treatment access, support systems, and public awareness.
 - Built the association's digital operating model — process documentation, financial and compliance workflows, and reusable AI tooling for reporting and event management.

SELECTED PROJECTS

- Independent work exploring AI-assisted software and product development — the experiments that preceded the AI-first methodology now applied at enterprise scale.
- ProcessFlow — a process mapping and improvement platform (JavaScript, MIT-licensed). Built to prototype how business-process discovery translates into working software.
 - TMS — a training management MVP; the early exploration of the domain later delivered as a production enterprise platform.
 - Prompts — a curated library of production prompt patterns and agent configurations for AI-assisted delivery workflows.

EDUCATION

MSc, Management Information Systems Dokuz Eylül University, Turkey	2021 – 2023
GPA 4.00 / 4.00	
BA, American Studies Dokuz Eylül University, Turkey	2014 – 2018
GPA 2.98 / 4.00	

CERTIFICATIONS & LANGUAGES

- Certifications** Project Management Professional (PMP®) · ITIL® v4 Foundation
- Languages** English (C2) · German (Professional Working) · Turkish (Native)