

## WEBSITES, PORTFOLIOS, PROFILES

- <http://www.cunveren.com>
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## PROFESSIONAL SUMMARY

Dynamic and results-oriented **Senior Product Manager with 10+ years of experience** delivering cutting-edge **vehicle health, diagnostics, and smart mobility products** for leading OEMs including **Ford, Stellantis, and VinFast**. Former Ford Model E product leader for Vehicle Health Diagnostics Cloud, with proven success turning complex vehicle data into high-impact uptime insights and measurable revenue growth.

Highly analytical with hands-on expertise in data quality frameworks including Z-score analysis, TTM, CCI, and other signal-based methods drawn from both automotive and financial domains. Adept at operationalizing insights into fleet and dealer workflows, leveraging proprietary DTCs and OEM-exclusive intelligence. Known for building outcome-driven roadmaps, leading cross-functional teams, and driving innovation from ideation to execution

## ACCOMPLISHMENTS

- Ford Over achievement awards for Ford Model E Software.
- Awarded with 13 Patents in automotive software and hardware.
- 4 Design Awards by various automotive manufacturers and publishers

## SKILLS

- Innovation Management
- Artificial Intelligence
- Edge Computing
- Agile frameworks
- Strategic Thinking
- Technical Software Knowledge ( Autosar, Java )
- Product Vision and Strategy Ownership
- Capable of UX and UI Design
- Creative a team leadership
- Business Analysis
- Market Research
- Cloud Services Strategy
- Data Analysis and Research Android, Python,

## WORK HISTORY

### SENIOR PRODUCT MANAGER | B2B Customer Solutions 03/2023 to Current

- **TomTom Automotive , MI – Farmington Hills** Responsibilities:
- Maintain North American OEMs engagement and customer satisfaction and Navigation SDK quality metrics.
- Own and drive technical engagement with the B2B customers
- Influence internal and external stakeholders for software solution development and customization.
- Own and define regional product KPIs and metrics ,provide regional product feedback and strategy for EV products and Navigation SDKs

### SENIOR PRODUCT MANAGER 08/2023 to 03/2024

- **VINFAST | VINAI Automotive , MI – Farmington Hills** Responsibilities:
- Responsible for Smart Mobility product strategy in Americas market
- Spearheaded smart mobility product strategy in the Americas, identifying market trends, customer segments, and growth opportunities.
- Developed strategy for next-generation smart mobility products.
- Build product success metrics and outcome driven product roadmap.
- Maintained and enhanced customer and partner relationships

## **PRODUCT MANAGER** 05/2021 to 08/2023

- **Ford Motor Company, Detroit, MI** *Responsibilities:*
- Responsible Vehicle Health Diagnostics Cloud APIs within MODEL-E Product Design Team.

### *Activities:*

- Understand for Ford EV customers persona, aggregate user research, market research for EV technologies.
- Collect feedback from internal stakeholder for the EV product strategy.
- Setup analytics tools to collect customer feedback and measure revenue and data monetization.
- New region expansions for products, build business case around market expansion.
- Manage product releases planning.
- Responsible to build now-near-far portfolio and report delivery to management.
- Setup innovation workshops and ideation bootcamps with internal-external stakeholders.

### *Achievements:*

- Resolved high priority defects for 2022 EV vehicle lines, reduced warranty spending and recall.
- Improved defects resolve rate up to 4 times faster in 2022, increased services revenue %29 percent in 2022.
- 3 new market launches.

## **PRODUCT MANAGER** 09/2019 to 05/2021

- **TomTom, Farmington Hills, Michigan**

### *Responsibilities:*

- Product Manager for Navigation software and services for Americas
- Customer Product Manager Stellantis Account.
- Responsible for Stellantis HD Maps, Navigation SDK, Navigation Service, Traffic Service, ADAS Maps for R1H-R1L
- Collaborate with Stellantis team (Uconnect teams, Vehicle Planning teams, HMI teams, PDO Design team, Advanced Engineering Team)
- Achievements:
- Launched FCA-R1H Navigation with EV Long Range Prediction Navigation in MY22
- Launched HD Map solution for Jeep Wagoneer
- Launched FCA-R1H Off road Navigation and Passenger Display Navigation.

## **PRODUCT DESIGN MANAGER** 04/2014 to 03/2018

- **DURA SHILOH Automotive, Auburn Hills, MI**

### *Responsibilities:*

- Product Design Manager in Advanced Engineering and Innovation Team.
- Responsible for POC development for Innovation Team. *Achievements:*
- 13 Patents on lightweighting, EV technologies, HMI and ADAS.
- EV Battery Tray POC got Awarded by BMW-I series
- SAE Publication "Total Vehicle Integration and Design - Journey to Electrification, Digitization and Connectivity Leading to Autonomy" • CES 2018 Level 4 Autonomous HMI Cockpit Design.

## **INDUSTRIAL DESIGNER** 01/2009 to 01/2011

- **Gaeforms , Izmir, Turkey**
- Responsible for product design for lightweight composite products.
- <https://ilgaea.com>

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## **EDUCATION**

Technology Entrepreneurship, Lab to Market and Innovation- 2022 **Harvard University** – Cambridge- MA

Master of Arts: Transportation Design, 2014  
**College For Creative Studies** - DETROIT, MI

**CERTIFICATIONS**

DFMEA/PFMEA/APQP  
SAFE Agile Product Owner  
SAFE Agile Product Manager  
Product Management Training  
Leadership Development  
Corporate Finance and Accounting • Investment Strategy and Fund Raising  
Technical Finance Analytics

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**LANGUAGES**

English | Fluent – full professional  
Turkish |Native

