ECE PAKDOGAN

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PROFESSIONAL PROFILE

Product and commercial professional with experience shaping AI enabled and asset management products from customer discovery through prioritisation, requirements, workflow design and go to market execution. At Ravon, converted around 30 customer conversations across six sectors into three prioritised product areas and controls for regulated users. At Inceo, mapped six user groups, 17 data domains, five portfolio KPIs and 10 alert categories for an asset management platform. Combines product judgement, commercial ownership and cross functional delivery across the UK, UAE and Turkey.

CORE CAPABILITIES

Product Discovery | Product Strategy | Roadmap Prioritisation | User Journeys | Requirements | Stakeholder Management | Cross Functional Delivery | Product Analytics | KPI Definition | Go to Market | CRM and Pipeline Management | AI Products | Regulated Workflows

PROFESSIONAL EXPERIENCE

Business Development Associate | Inceo Group | London, UK
October 2025 to September 2026

- Mapped six user groups and their highest value journeys across onboarding, portfolio monitoring, reporting, risk alerts and investor decisions, giving the delivery team a clear scope for the first product experience.
- Structured 17 data domains, five portfolio KPIs and 10 automated alert categories into an operating model that connected fragmented property and client information to practical user decisions.
- Managed the client cycle from initial enquiry and needs discovery through proposals, regular updates and follow up, maintaining accurate CRM records and contributing to 90 percent customer retention.
- Created a marine finance prospecting model that identified 35 prospects, contributed to six conversions and surfaced a EUR 20 million opportunity through referral and introducer relationships.

Product and Business Development Coordinator | Ravon Group | London, UK
January 2025 to October 2025 | Bespoke digital and AI enabled business systems

- Led around 30 discovery conversations across six sectors and converted recurring problems into ranked requirements, use cases and commercial briefs used by sales and technical teams.
- Used discovery evidence to define regulated organisations with 20 to 500 employees as the priority customer profile, improving qualification and focusing product decisions on higher fit opportunities.
- Prioritised enterprise knowledge chat, document generation and human supervised agents as the three core product areas, moving roadmap discussions from generic AI features to repeatable customer problems.
- Specified citations, role based access, audit trails and human approval controls in response to buyer concerns about accuracy, security and accountability, strengthening readiness for regulated users.
- Designed a four stage product to sales journey with reusable CRM, proposal and content workflows, giving the team a consistent path from discovery to proposal and follow up after handover.

Marketing Specialist | Digipac Consultancy | London, UK
January 2024 to October 2024

- Used campaign performance, audience behaviour and competitor evidence to refine client messaging, event materials and subsequent campaign recommendations.

Community Volunteer | Cancer Research UK | City of London, UK
March 2024 to April 2024

- Coordinated participant facing activity and volunteer support to maintain an organised and welcoming community experience.

Junior Assistant | Dynamic HR Consultancy | Dubai, UAE
November 2022 to January 2023

- Maintained the recruitment workflow across candidate sourcing, screening, interview scheduling and status communication for hiring managers.

Sales Intern | Erikoglu Industry Holding | Turkey
July 2022 to August 2022

- Supported overseas customer meetings and follow up while maintaining accurate sales, export and transaction records for the Foreign Trade Department.

EDUCATION

MSc Marketing Management | University of Westminster | London, UK | 2023 to 2024
Bachelor of Business Management | Izmir University of Economics | Izmir, Turkey | 2018 to 2023
English Programme | ILAC International Language Academy | Toronto, Canada | 2016

LANGUAGES AND ACTIVITIES

Languages: Turkish (Native) | English (Advanced) | French (Basic)
Activities: Student Mentor, Izmir University of Economics