

Ersel Şimşek

SENIOR BUSINESS ANALYST | PRODUCT OWNER | TRANSFORMATION & PROJECT LEADERSHIP

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PROFESSIONAL SUMMARY

Senior technology and transformation professional with 12 years of experience across aviation IT, Business Analysis, Product Ownership, enterprise automation and complex project delivery. Combines deep requirements and process expertise with Agile product delivery, AI-enabled transformation, investment governance and executive stakeholder management. Experienced in large-scale airline platforms, airport technology transition and measurable automation outcomes.

PROFESSIONAL EXPERIENCE

Turkish Technology, Istanbul - Senior Business Analyst & Product Owner | 03/2020 - Present

Owned the roadmap and backlog for a 16-member Scrum team, delivering 47 sprints while combining Product Ownership with hands-on Business Analysis across enterprise automation initiatives.

Led 35 RPA-focused sprints and expanded 12 backlogs into AI + RPA solutions spanning 1 Agentic AI, 2 LLM, 2 conversational chatbot and 2 IDP initiatives; delivery contributed to 70+ FTE operational savings and 50+ FTE additional efficiency gains.

Co-developed a complexity scoring matrix and investment governance model using feasibility, business value, ≤ 6 -month payback and ≥ 0.3 FTE efficiency criteria to prioritize automation investments.

Led Waterfall-to-Agile transformation and delivery standardization through Jira governance and story-based documentation, creating a more consistent product delivery model.

Managed executive portfolio reporting through a live backlog/value dashboard and presented delivery progress in Director- and Assistant General Manager-level reviews.

Turkish Airlines, Istanbul - IT Project Manager / Project Coordinator | 07/2017 - 03/2020

Coordinated the enterprise IT transition for 400+ mission-critical systems/applications and 5,000+ IT hardware assets across 10 major facilities during the Istanbul Airport relocation.

Led a 20-member coordination team (5 IT, 15 aviation-domain experts), delivering a zero-downtime technology transition during live airport operations.

Aligned the IT project plan with the overall airport master plan and coordinated technology dependencies across 8 core projects, including vendor schedules, budget follow-up and delivery planning.

Provided structured status inputs to executives and coordinated procurement, contract and SLA follow-up without direct ownership of commercial processes.

Turkish Airlines, Istanbul - Business Analyst | 04/2015 - 07/2017

Delivered business analysis, functional documentation, problem analysis, UAT ownership and release activities for a Mainframe Reservation & Ticketing module serving 65M+ passengers annually.

Managed requirements and business rules across a Mainframe ecosystem integrated with 35+ internal/external systems, including IATA directives, GDS providers and aviation authorities.

Contributed to customer requirements, PoC and product evaluation for a modern front-end PSS replacement, and supported adaptation of an externally procured CRM product.

Helped standardize previously separate paid-ticket and award-ticket purchase processes into a unified operating model.

CORE COMPETENCIES

PRODUCT & ANALYSIS: Product Ownership, Product Roadmapping, Backlog Management, Requirements Engineering, Process Analysis, User Stories, UAT, SDLC, Enterprise Integration

TRANSFORMATION & AI: Business Transformation, Agile Transformation, Agentic AI, Generative AI, LLM Applications, RPA, IDP, Conversational AI

PROGRAM & GOVERNANCE: Program / Project Delivery, Investment Governance, Portfolio Prioritization, Executive Stakeholder Management, Risk & Scope Management, Budget & Vendor Coordination

TOOLS: Jira, Confluence, MS Project, Visio, Lucidchart, REST APIs, Advanced Excel

EDUCATION & CERTIFICATION

Istanbul Technical University - B.S., Management Engineering | 09/2012 - 01/2016

Sakarya University - B.S., Industrial Engineering | 09/2008 - 07/2012

Professional Scrum Master I (PSM I) - Scrum.org

LANGUAGES

English - Advanced / Full Professional Proficiency (C1) | Spanish - Intermediate (B1) | Turkish - Native