

BATUHAN EGE ŞAHİN

Business Analyst | Product Owner | Product Manager | PSPO I

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Portfolio: batuhanegesahin.me

PROFESSIONAL SUMMARY

Customer-facing product and business analysis professional with 5+ years of experience bridging enterprise clients, product, and engineering teams across fintech, aviation, and e-commerce. Skilled at turning user feedback into prioritized product requirements, authoring SQL-based detection logic, and driving product discovery in Agile environments. Combines strong domain expertise in Fraud Detection and AML with hands-on technical capabilities in AI/ML automation and data analysis. Certified Professional Scrum Product Owner I (PSPO I). Seeking a Business Analyst or Product Owner role to drive strategic product outcomes and accelerate delivery cycles.

CORE COMPETENCIES

Product & Analysis: Requirements Gathering, User Stories & Acceptance Criteria, Backlog Management, Roadmap Prioritization, Product Discovery, Churn & Retention Analysis, Process Mapping

Methodologies: Agile & Scrum (PSPO I), Product Ownership, Sprint Planning, Stakeholder Management, Cross-Functional Leadership

Data & Technical: SQL (MySQL, MSSQL), JavaScript, Node.js, Applied Machine Learning, AI Model Testing, Data Visualization, Data Modeling, Excel (advanced)

Tools & Platforms: Jira, Confluence, Figma, Visio, FI/CO, Salesforce (Admin), HubSpot, Zendesk, Next4biz, SAP

Domain: Fraud Detection, AML, KYC, Compliance, Fintech & Digital Wallets

Languages: Turkish (Native), English (Advanced), French (Upper-Intermediate)

PROFESSIONAL EXPERIENCE

Customer Success Specialist | Formica AI

Istanbul, TR | Feb 2025 - Present

Real-time AML & fraud detection SaaS for banks and fintechs.

- Product discovery & roadmap input:** Own the discovery-to-delivery loop for a portfolio of Turkey's leading fintechs, digital wallets, and banks, translating user feedback into prioritized product requirements that shape the fraud and compliance roadmap.
- Requirements & solution design:** Author customer-specific detection rule sets in SQL-based environments for Fraud, AML, and KYC products, defining business logic and acceptance criteria in direct collaboration with engineering.
- Stakeholder bridge:** Act as the primary liaison between enterprise clients and product/engineering teams, converting business needs into clear specifications, resolving complex system issues, and accelerating platform adoption.
- AI engineering & testing:** Worked as tester and AI engineer across multiple AI modules in Formica's v3 release, validating model behaviour, surfacing edge cases, and contributing to the development of AI-driven detection features.

Customer Success Specialist | Gözen Digital Aviation

Istanbul, TR | Mar 2024 - Feb 2025

- Cross-functional product operations:** Managed product success for an international portfolio (Americas, Asia, Africa) within a 10-person team across the Simorg and Operator aviation platforms.
- Data-driven optimization:** Redesigned Jira workflows and data visualizations to improve reporting accuracy, cutting meeting durations by 50% and sharpening focus on sprint goals.
- Retention & analysis:** Engineered structured diagnostic frameworks that reduced ticket triage and resolution time by 50%; ran churn analysis and feedback-driven initiatives that lowered churn by 20% and raised retention by 40%.
- Growth:** Drove a 75% increase in the customer base over six months through redesigned onboarding workflows and tracking.

Business Analyst | 361 Digital Transform Agency

Izmir, TR | Aug 2022 - Jul 2023

- **Requirements & delivery:** Led requirements gathering and delivery for SQL-based warehouse management systems, improving database usability and query response speeds through data modeling and design-team collaboration.
- **System optimization:** Optimized international warehouse and production modules by aligning technical stakeholders and translating business needs into prioritized development tasks.
- **Self-service product:** Built a 24/7 self-service Q&A hub from the ground up, reducing factory downtime and improving the end-user experience.

Frontend Developer | otelfiyat.com

May 2022 - Aug 2022

- Developed front-end features for a travel-pricing platform using React, Node.js, HTML, and CSS, including mobile-responsive interfaces, building hands-on technical fluency that supports cross-functional product work.

Customer Service Representative | Webhelp (Trendyol account)

Izmir, TR | Nov 2020 - Oct 2021

- Strengthened B2B supplier relationships and optimized supply-chain communication for Turkey's leading e-commerce platform.
- Increased member engagement through targeted, behavior-driven communication campaigns.

KEY PROJECTS & INITIATIVES

Hands-on technical work spanning AI/ML automation, modelling, and full-stack product builds.

- **ML Rule-Automation Engine (Formica):** Designed and built a self-learning program that uses machine learning to automate the fraud/AML detection rules previously authored manually, reducing hands-on rule configuration and letting the system adapt to new patterns on its own.
- **AI Modelling System (Formica):** Contributed to the design and development of an AI modelling system underpinning Formica's detection products, supporting model setup, evaluation, and integration into the live platform.
- **AI Portfolio Manager:** React app that profiles an investor and generates daily buy/sell/hold signals through an LLM-driven recommendation engine.

EDUCATION

B.S. in Management Information Systems | Anadolu University

Ongoing

B.A. in Political Science & Public Administration (French) | Marmara University

Istanbul, TR | 2014 - 2020

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- **Professional Scrum Product Owner I (PSPO I)** | Scrum.org (2026)
- McKinsey Forward Program | McKinsey & Company
- Data Analysis Program | Veri Analizi Okulu (2025)
- Business Analysis Academy
- Frontend Web (Patika.dev)
- The Complete SQL Bootcamp 2022
- Learning Node.js
- Six Sigma Foundations

ADDITIONAL

- **Volunteering:** VCS Skopje (2023-2024) | Çalığışu Rotaract (2022-2025) | Sosyal Ben Foundation (2018-2021)