

# Chris Direduryan

FULL-STACK AI-NATIVE PRODUCT LEAD

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Product leader with 15+ years across advertising, enterprise and SME fintech, B2B and B2C SaaS, wellbeing, and early-stage startups. I own the complete product journey — strategy, positioning, pricing, design, workflow and measurement — and I build the prototypes and the AI-native tooling myself, so a bet gets tested against something working before it costs a team a quarter. I teach the same craft, as an instructor since 2023 and in public at betsandships.com.

Looking for a senior product role in a company building with AI: head of product or product lead at a scale-up, or senior or principal product manager in an established company.

## COMPANIES I'VE WORKED WITH

Akbank · Anadolu Grubu · Brick Institute · Doğuş Teknoloji · DP World · Eczacıbaşı · EnerjiSA · Expo 2020 Dubai · Leo Burnett · Mikrogrup · Shell · TBWA · TEB · Türk Tuborg · Wellbees

## SELECTED THINGS I BUILT

- **Retention Simulator & Market-Analysis Tools** — Models trained on large-scale usage data to infer behavior patterns and forecast retention. Used to decide which features and modules to sunset and which to prioritize — cutting analysis time from several weeks to two days.
- **Marketplace Portfolio Generator** — Derives candidate product portfolios from observed user behavior rather than segment assumptions. Used to restructure portfolios and prevent cannibalization.
- **Risk & Success-Probability Scoring** — Models combining market and behavioral signals to estimate the odds of a product bet. Used at Doğuş Teknoloji to decide which early-stage startups to back.
- **Product-Ops Tooling & Validation Prototypes** — Internal tools automating PM workflows and success-metric tracking, plus working prototypes for early-stage features backed by AI-generated market and competitive analysis — shortening prototype-to-test cycles.

Built and used in-role, across Wellbees, Doğuş Teknoloji and Mikrogrup.

## EXPERIENCE

### Product Lead

2025 – 2026

Wellbees — global employee wellbeing platform

*Owned the product portfolio and led the technology team, serving enterprise clients across multiple product lines and international markets.*

- Restructured the portfolio around distinct enterprise segments; owned positioning, pricing and competitive strategy.
- Redesigned “Global Challenge”, which was already running — the streamlined version lifted engagement **25% across 150+ companies** and 200,000 employees.
- Led end-to-end strategy and roadmap execution across six functions and **40+ people** — marketing, design, software, business development, customer success and technical support.
- Reworked the product design system for consistency, scalability and usability.

### Product Consultant

2024 – 2025

Doğuş Teknoloji — Corporate Entrepreneurship division

- Led productization within the Corporate Entrepreneurship division — consulted **20+ startups** and corporate productization initiatives, taking internal ideas to market-ready products and establishing the frameworks used to do it.

## Co-founder & Product Lead

2022 – 2024

Oozu — AI parenting companion

*Built the product from 0→1.*

- Owned vision, UX, architecture and LLM-driven personalization through early validation cycles.
- Reached **thousands of families** across Turkey, Europe and the US.

## Group Product Manager

2019 – 2022

Mikrogrup (a TeamSystem company) — fintech

*Led mobile product strategy across multiple brands, driving the shift to a structured, scalable mobile ecosystem.*

- Built and led a cross-functional team of **10+** designers, business analysts and software engineers, owning **18+ apps across 6 group companies**.
- Established a group-level mobile excellence center to standardize quality and practice.
- Scaled multiple apps across brands by consolidating reusable modules and streamlining development processes.
- Key driver of the organization's mobile-first product transformation.

## Founder & Product Lead

2013 – 2019

Mallard Duck Apps — product design & development studio

- Delivered end-to-end product strategy, UX design and development for startups and established companies across mobile and web.
- Ran the business — client acquisition, delivery and operations — across **20+ products** for clients including Akbank, TEB, Expo 2020 Dubai, Eczacıbaşı and Anadolu Grubu.

## Brand Manager

2011 – 2013

TBWA\Istanbul

- Led cross-functional teams on large-scale brand and digital marketing campaigns with significant budgets and multiple stakeholders.

## Brand Executive

2009 – 2011

Leo Burnett Istanbul

- Where it started — creative advertising at a global network.

## TEACHING & WRITING

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## Instructor & Lecturer

2023 – present

Brick Institute

- Teach “Product Design for Professionals” — a cohort-based online program running since 2023. **100+ students** and working professionals taught to date.

## Bets & Ships

2025 – present

betsandships.com

- Rebuilding the product manager's job after AI, in public: the bets, the things that shipped, and a case study for each part that broke. Includes a series on the 2026 product leader's toolset and on rebuilding the PM role itself.

## EDUCATION, LANGUAGES & TOOLS

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**MA, Marketing Communications** — Galatasaray University

**BSc, Metallurgical Engineering** — Yıldız Technical University

**Languages** — Turkish (native) · English (fluent) · French (conversational)

**Tools** — Whatever the work needs; most days Jira · Confluence · Figma · SQL · Claude Code · Lovable