

CANER AYDIN

Lead Product Manager | Platform & Digital Transformation

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PROFILE

Senior Technical Product Manager with **10+ years of experience** delivering and scaling large-scale digital platforms across telecom, e-commerce and insurtech industries.

Experienced in **product strategy, digital channels, checkout & payment systems, CMS platforms, and microservices and microfrontend architectures**.

Proven track record of launching scalable products, modernizing digital platforms and leading cross-functional teams across engineering, UX and business stakeholders.

EMPLOYMENT HISTORY

❖ **Functional Lead – Digital Channels, Telefónica (O2 Germany)** Jan 2022 — Present
Berlin

- Acting as **Transformation Co-Lead for Sales and Customer Marketing domains**, responsible for **portfolio planning and scope definition within the B2X digital transformation program**
- **Product Owner of the internal Design System platform**, supporting **10+ internal brands** and enabling reusable UI components across digital products
- **Product Owner for Adobe Suite platforms (Adobe Experience Manager & Adobe Target)**, working closely with **frontend (MFE), backend developers and UX/design teams** to build reusable solutions and scalable digital capabilities

Key Achievements

- Delivered roadmap and execution planning for a €20M+ enterprise digital transformation program, aligning multiple domains and reducing delivery fragmentation.
- Planned sales capability requirements across multiple teams and successfully delivered 2 of 5 planned transformation drops
- Launched a new CMS ecosystem using Adobe Experience Manager, improving marketing platform scalability
- Introduced a Design System library supporting 10+ internal brands, improving UI consistency and development efficiency

❖ **Product Manager, AUTO1 Group – Autohero** Jun 2021 — Dec 2021
Berlin

- Owned **product roadmap** and lifecycle management for B2C checkout and post-order applications within the Autohero digital commerce platform
- Led integration of a **third-party checkout service provider**, collaborating with engineering teams to improve transaction flow and platform scalability
- Introduced **A/B testing capabilities within the checkout platform** to enable data-driven optimization of the purchase journey
- Implemented ID verification for direct payment transactions to enhance payment security and fraud prevention

Key Achievements

- Reduced **payment fraud by 15%** through implementation of ID verification in the checkout flow

- ❖ **Technical Product Manager, simplesurance GmbH** Oct 2019 — Jun 2021
Berlin
 - Acted as **Functional Lead** in a platform refactoring initiative, contributing to the design of **microservices-based backend architecture** and its frontend integration
 - Managed **product roadmap and scope definition** by coordinating requirements with internal and external stakeholders
 - Technical Product Owner for internal platforms including **Product Catalogue, Finance tools and Customer Control Panels**

Key Achievements

 - Launched **white-label Samsung payment solution with customized payment UI** , increasing white-label sales by **35%**
 - Delivered the company's **first credit card bundle product** , increasing monthly sales by **7%**

- ❖ **Project Coordinator, DHL Czech Republic** Oct 2017 — Aug 2018
Prague
 - Led scope definition, planning and prioritization for a B2B server transformation project, aligning technical requirements with business stakeholders.

- ❖ **Product Owner, Vodafone Turkey** Jun 2013 — Sep 2017
İstanbul
 - Managed **B2C product portfolio and pricing strategy** , including Public, Farmer, Senior, International and Terminal product segments
 - Served as **Product Catalogue Stream Lead** within a large-scale Vodafone **IT transformation program**
 - Defined and managed **product roadmap** for Terminal and Farmer product portfolios, prioritizing new capabilities and features based on **customer insights and market needs**

Key Achievements

 - Successfully launched **Farmer and Senior customer segments for the first time in Turkey** , expanding Vodafone's B2C product portfolio by **5%**
 - Delivered **Multi-Commitment terminal product solution** , enabling multiple device sales and **doubling promotional campaign revenue** , increasing device revenue by **30%**

EDUCATION

- ❖ **Czech Technical University in Prague** Sep 2017 — Jun 2019
M.Sc. Economics and Management of Engineering *Prague*
Honours Degree – GPA: 3.83 / 4.00, Graduated 1st in Department
- ❖ **Yildiz Technical University** Sep 2009 — Jun 2013
B.Sc. Electronics and Communication Engineering *İstanbul*
Honours Degree – GPA: 3.83 / 4.00, Graduated 1st in Faculty and Department
- ❖ **Yildiz Technical University** Oct 2010 — Jun 2016
B.Sc. Industrial Engineering (Double Degree)

AREAS OF EXPERTISE

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| Product Strategy | Digital Commerce / Checkout Platforms |
| Design Systems | Payment Providers / Payment Integration |
| MFE Architecture | Roadmap and Transformation (Refactoring) |
| Adobe Suite – AEM & Adobe Target | A/B Testing and Personalization |

LANGUAGES

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|-------------------|---------------|
| English | Turkish |
| German (B1) | |