# Taylan Sari

*Product Marketing Manager*

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Eligible for Full-Time Employment in Germany | Available immediately | taylansari-244.pages.dev



Product Marketing Manager with an engineering background, MSc in Management from TUM, and experience at leading technology companies. Proven track record of increasing B2B platform adoption by 11%, improving forecast accuracy by 13.5%, and reducing customer complaints by 59% through AI-driven solutions. Experienced in go-to-market strategy, competitive positioning, pricing, market intelligence, and sales enablement. Skilled at translating innovations into value propositions through cross-functional collaboration and data-driven marketing.

## EDUCATION

**MSc in Management** — October 2024 – September 2026
Technical University of Munich (TUM) — Munich, Germany
- cGPA 3.26/4.00 (2.1 German GPA) - **Ranked 31st among 456 students (Top 6.8% of cohort)**
- Focused on Product Strategy, Marketing Analytics, and Data-Driven Decision-Making, with an emphasis on go-to-market strategies

**BSc in Mechanical Engineering** — September 2019 – September 2024
Middle East Technical University (METU) — Ankara, Turkey
- cGPA 3.48/4.00 (1.7 German GPA) - **Ranked 15th among 387 students (Top 3.9% of cohort)**
- Specialized in Control Systems & Electronics and Computational Sciences: High-Performance Computing

## PROFESSIONAL EXPERIENCE

**Product Marketing Manager** — January 2026 – Present
Infineon Technologies — Munich, Germany
- Drove go-to-market readiness for **17 automotive semiconductor products**, aligning stakeholders on product positioning and launches
- Analyzed customer needs and competitive insights across 50+ LED and BMS products to optimize positioning, pricing, and marketing strategy
- Designed an AI-powered RFQ/RFP framework for 10+ Tier-1 automotive customers, reducing customer complaint tickets by 59%
- **Improved forecast accuracy by 13.5%** through AI-enhanced market modeling, supporting market strategy and commercial planning

**Product Marketing Manager** — January 2025 – December 2025
Amazon — Munich, Germany
- Led the adoption of an EDI/API-based B2B platform across **3,000+ enterprise customers**, optimizing onboarding and customer engagement
- Leveraged customer insights to translate technical capabilities into compelling value propositions, **increasing platform adoption by 11%**
- Built 4 marketing analytics dashboards to track customer performance, **reducing defects from 21% to 9% and critical defects by 85%**
- Created AI-enhanced onboarding solutions, reducing customer support tickets by 64% through standardized integration resources

**Marketing Specialist** — March 2024 – October 2024
Wagner Cable — Antalya, Turkey
- Assessed customer feedback and market insights across 80+ automotive products to identify positioning and value proposition opportunities
- Developed 3 cross-functional performance models to support market analysis, product positioning, and data-driven commercial decisions

**Technical Marketing Manager** — October 2022 – March 2024
ASELSAN — Ankara, Turkey
- Established go-to-market positioning for 4 electronic products, aligning technical capabilities with customer needs and market opportunities
- Evaluated customer requirements and market insights to refine product value propositions and positioning for 15+ enterprise customers
- Supported customer-focused marketing initiatives, **increasing product adoption by 14%** through targeted positioning and engagement

**Production Engineer** — July 2022 – October 2022
Turkish Aerospace Industries — Ankara, Turkey
- Identified user feedback and workflow bottlenecks across 100+ aircraft manufacturing operations, improving on-time production by 6.4%
- Standardized sheet metal forming processes across 20+ production stations using performance data, reducing process variability by 8%

## PROJECTS

**IRAS Games - Mobile Game Development Studio** — June 2026 – Present
- Launched a mobile game studio, leading product marketing strategy, market positioning, and go-to-market planning from concept to launch
- Produced 5 mobile games, managing advertising campaigns and optimizing user acquisition through A/B testing and user insights
- Defined target audiences, value propositions, and user engagement strategies, focusing on customer acquisition, retention, and replayability

**Very-Light Aircraft Fuel Systems Team Lead** — February 2023 – April 2024
Turkish Aerospace Industries
- Directed the fuel systems team within a 50-member aerospace project, aligning technical capabilities with team needs and project objectives
- Optimized aircraft fuel systems, reducing tank volume by 8% and increasing range from 489 to 521 km, strengthening product performance
- Collaborated with 12+ cross-functional teams and delivered 3 capstone presentations, communicating technical value and project outcomes

## SKILLS

**Marketing:** Go-to-Market Strategy, Product Positioning, Market Research, Competitive Analysis, Customer Insights, Sales Enablement, Pricing Strategy, Marketing Analytics, Product Launch Management, Agile, Scrum, Salesforce, HubSpot, Figma, Jira, SAP, Microsoft Office Tools

**Technical & Data:** SQL, Python (Pandas, NumPy), MS Excel, Power BI, Tableau, Amazon QuickSight, GenAI, Agentic AI, AWS, C/C++, C#, EDI, APIs

**Domains:** Supply Chain & E-Commerce, Automotive & Semiconductor, Enterprise Platforms & Analytics, Industrial Manufacturing, Aerospace

## LANGUAGES

**Turkish:** C2 (Native) • **English:** C2 (Fluent) • **German:** B1 (Intermediate) - B2 in progress