

# Ergin BULUT

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## SUMMARY

I help organizations to use the technology as an accelerator to improve the business productivity and the business agility or increase the competitive advantage by transforming their information strategy, business culture and technology stack.

Key aspects of my career:

- \* Business Agility
- \* Continuous Improvement & Transformation
- \* Re-organization of IT Teams
- \* Guiding and Inspiring
- \* Re-engineering Technology
- \* Modernizing Infrastructure
- \* Big Data Processing
- \* Cloud Computing and Services
- \* Distributed Application Development

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## EXPERIENCE

**Barlas Global**  
**Founder**

(Aug 2017 – Present)

Barlas Global is my startup tech company that aims to create disruptive & innovative digital products and services such as;

- PriceTrack is a competitor analysis platform that analyzes your products, and automatically finds your competitors/sellers. In order to help our customers to increase competitive advantage, optimize their marketing costs, and reduce operational efforts we have created Product Miners to find other sellers, Crawlers to fetch continuously all competitors' products meta data, and Product Bidding Assistant to help digital marketers optimize their advertisement budgets.

- PrimeWidgets is a set of AI-Powered product recommendation & search autocomplete widgets especially designed for e-commerce businesses. It's more than click/sales stream analysis. It's designed to work very well by integrating with customer journey on website/mobile platforms to serve the best experience/offers for each visitor.

I like to use and implement cutting-edge technologies, and approaches such as Java, C#, Python, Apache Cassandra, Apache Storm, Apache Kafka, Elasticsearch, MySQL, Hadoop, Redis, Docker, Microservices, Kubernetes, DevOps, CI/CD, Jenkins, Grafana, Git, Linux, AWS, Azure, IBM Cloud, and Data Science to create highly available/scalable, continuously deliverable, automated and intelligent digital products.

**Smpl.**

(06.2017 – 07.2018)

**Chief Technology Officer**

As a real-time big data processing company, we offer an omni-channel marketing automation platform for our customers that enables marketers to manage personalized campaigns easily and effectively on their own website and mobile platforms to increase customer engagement, loyalty and revenue.

Technologies and platforms, we like to use:

Java, Spring Boot, Spring MVC, Apache Tomcat, Nginx, Apache Storm, Apache Cassandra, Elasticsearch, MySQL, Redis, Beanstalkd, Docker, HTML5, CSS3, JavaScript, Git, Gradle, Jenkins, Ansible, AWS, Azure, DigitalOcean.

**Etstur**

(12.2013 – 03.2017)

**IT Director**

Responsible for an enterprise level IT infrastructure that helps hundreds of thousands of daily visitors to find and book their best holidays by omni-channel designed online and offline channels that provide customers with a seamless shopping experience and run on different technology stacks.

Provided technology leadership and expertise for digital transformation and big data, focusing on improvement of operational efficiencies, enterprise responsiveness, agility and scalability. Participated in being a data driven company and changing the way of getting, transforming and processing of the data.

Identified the company's strategic planning for designing or changing technology needs, setting short and long-term IT goals and budgets to support company-wide business needs.

Transformed the business to be more efficient and agile by implementing cutting-edge technologies, methodologies and disciplines such as CI/CD practices, containerization, microservices, cloud technologies, infrastructure automation, DevOps behaviors and principles, Agile practices.

Responsible for governance, regulatory compliance, license management and service level agreements.

Executed business continuity and disaster recovery systems for the mission critical systems on our on-premise data centers. Implemented a group of certificates ISMS (ISO 27001), BCMS (ISO 22301) and ITSM (ISO/IEC 20000), PCI-DSS, and Protection of Personal Data.

As director of IT, I report to CEO and work closely with digital marketing, data science, customer relations and legal departments.

Technologies and solutions including Java, Maven, Oracle 11g RAC, MySQL, PostgreSQL, IBM WebSphere, Tomcat, Redis, Git, Jenkins, Docker, RHEL, .Net, SQL Server, Microsoft CRM, Oracle Hyperion.

### **1V1Y.COM**

(08.2011 – 12.2013)

#### **Software Development Director**

Led, managed, scaled and got my hands dirty with a top-notch software development team focused on building e-commerce and mobile services under high-transition volume. Acted as part of product owner team to help plan and implement product road-map and consult on technical feasibility. Responsible from the commerce platform's success end-to-end, delivering high quality on-time software driven by feedback and business.

Provided leadership in establishing software development processes, best practices and road-map. Identified technical opportunities, project risks and recommend programs to management in such areas as product development, efficiency improvement, cost reduction, reliability and performance improvements. Mentored team members in design, coding techniques and time management. Prioritized projects, plan implementations and ensure successful deployment.

Worked closely with Finance, CRM, Digital Marketing, Merchandising and Logistics departments to establish department objectives/KPIs that can be used to measure success. Integrated, measured and improved marketing plans, offers, ROIs, customer segmentation, notifications, reports, B2B and B2C communication.

Developed fraud detection & reporting system that monitors transactions and user activities by different types of arguments, and flags potentially fraudulent transactions based on pre-configured rules.

Methodologies & Technologies: Agile Software Development, Extreme Programming (XP), Programming in Pairs, MS Dynamics Navision, .Net Framework, Javascript, Redis, Memcached, SQL Server, Entity Framework,

MVC, IoC, MySQL, Web Services, AWS, SaaS, IaaS, Load Balancing, Content Delivery Networks, REST, JSON, T-SQL, Cloud and On-premise BI solutions.

**Doğan Gazetecilik**

(05.2009 - 08.2011)

**Project Leader**

Project Leader at Posta (most selling newspaper in Turkey) newspaper's web portal.

Responsible from development, maintenance and optimization of the portal system. Worked closely with digital marketing, sales and editorial teams on development and execution of new marketing scenarios, improvement of user experience, integration with social platforms, content and display advertising, data collection and content optimization. Development of portal, services and infrastructure under high traffic load (2 million visitors per day).

Created an e-commerce website for Fanatik that serves gigapixel digital images, captured in the stadiums with Gigapan, allows visitors find themselves via deep zoom and buy some products such as t-shirt, cup etc. that chosen zoomed image printed on it.

Developed and maintained some parts of projects like Milliyet, Fanatik, Radikal & Vatan newspapers.

Techniques and Technologies used in projects like ASP.NET C#, Java, SQL Server, LINQ, T-SQL, XML, XSLT, jQuery, Advanced (Deep) Zoom, Web Analytics Tools, SEO, Windows Services, Video & Image Processing, Facebook & Twitter APIs, Heat Map Tools.

**Veripark**

(03.2008 - 05.2009)

**Senior Software Engineer**

Develop, maintain and improve front-end and back-end codebases by evaluating business needs and analyzing requirements. Respond to feedbacks given by Product Manager and Customers by fixing defects and performing enhancements.

Developed and implemented Branch Integration System for DigiTurk (well-known satellite television provider company) in Turkey to support more than thousand remote branches, enabling stock movement (in/out) due to sale to customer, transfer, sales return or stocking in inventories.

Development of stock movement between D g Turk and branches and customers, inventory query/reports (pdf based), management users, roles, pages and permissions, implementation of customer requirements.

Technologies used in project include ASP.NET 2.0, C#, Oracle 9, NHibernate, Telerik Rad Controls, log4net, Ajax, jQuery.

Developed and implemented Mortgage Credit System based on SharePoint 2007 for Istanbul Mortgage (well-known mortgage company) in Turkey. Developed custom field types, dynamically generated pdf reports by processing office word 2007 templates using Office Open Xml, import/export excel 2007 files/reports, branding and customizing site with SharePoint designer, creating custom user controls, event receivers, timer jobs, impersonation, fixing memory leaks, building setup wsp packages to make deployment as easy as possible, modifying layout of SharePoint built-in features. Technologies used in project include MOSS 2007, ASP.NET 3.5, SQL Server 2005, InfoPath, Excel Services, Active Directory, Office Open XML (OOXML), XSL, XSLT, XSD, log4net, jQuery.

**Mynet A.Ş.**

(04.2007 - 01.2008)

**Software Engineer**

Worked on load balanced, distributed web applications such as live elections, social networks and financial services. Developed front-end and back-end web applications using web standards, proper semantics and best practices able to handle hundreds of thousands of users. Improved performance both on the client and server side using a variety of industry standard techniques.

Support, debug and profile cross-platform web-based applications by the A-grade web browsers (IE 6/7, FF, Safari, and Opera). Planned and executed load testing and analyzed the results to develop a more scalable application.

Developed and maintained projects:

eksenim.mynet.com

secim.mynet.com

finans.mynet.com

bilenkazanir.mynet.com

Technologies and products used while working at Mynet include:

Visual Studio 2005, ASP.Net 2.0, C#, PHP, ASP, SQL Server 2000, MySQL, Telerik Rad Controls, jQuery, ExtJS, SVN

**Crema Creative Marketing**

(12.2004 - 03.2006)

**Software Engineer**

Worked on web technologies, B2B projects, database applications, e-commerce solutions, forums, intranet and desktop applications. Interested in optimizing performance and security, building dynamic pages that are controlled by Content Management Systems, following web standards, cross browser compatible development, Search Engine Optimization (SEO).

Developed and maintained projects for the clients:

- KobiFinans (XHTML, PHP, MySQL “The Best Finance Site Award in Altın Örümcek, 2005”)
- AsyaFinans (Java, JSP, XHTML, XML)
- Yatırım Finansman Menkul Değerler (ASP.NET, SQL Server, XHTML)
- Cineplex Turkey (PHP, MySQL, XHTML)
- Olmuksa (ASP, XML, XHTML)

**Turk Telekom** (07.2003 – 09.2003)  
**Intern**  
DMS Station.

**TRT - Turkish Radio and Television Corporation** (07.2002 – 09.2002)  
**Intern**  
Digital camera test & calibration.

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## EDUCATION

**İstanbul University** (MSc)  
Management Economy Institute,  
Management of Information Systems (MIS)  
Graduated, 2012

**Kocaeli University** (BSc)  
Engineering Faculty,  
Electronics and Communication Engineering  
Graduated, 2005

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## COMPETENCIES

### Computer Skills:

C#, ASP.Net, Java, Spring Boot,  
SQL Server, MySQL, Elasticsearch, RDBMS, T-SQL, NoSQL,  
Memcached, Redis,  
Visual Studio, IntelliJ IDEA,  
HTML5/XHTML, CSS, JavaScript, DOM, XML, AJAX, JSON,  
Microservices, Web Services, API, TDD, Unit Testing,  
Big Data Processing, Apache Storm, Apache Kafka, Beanstalkd,  
Entity Framework, LINQ, JPA,

Regular Expressions, Windows Server, IIS, Linux, Apache Tomcat, Reverse Proxy, Virtualization, Cloud Computing, Load Balancing, AWS, Azure, DigitalOcean, SVN, Git, JIRA.

**Scholarships/Awards/Achievements/Projects:**

**İstanbul University:** MSc, Management of Information Systems (2011)  
Dissertation Titled: “Distributed Application Development on Cloud Systems & Cost Minimization”, 2011.

Activities and Societies: Data mining, information technology management, project management, data analyzing (SPSS) & visualization (SPSS Clementine), e-commerce, excel solver, portfolio management, simulation techniques, artificial intelligence.

**Kocaeli University:** BSc, Electronics and Communication Engineering (2004)  
Dissertation Titled: “Content Filtering Proxy Software”, 2004.

Activities and Societies: GSM, networks, image processing, internet protocols