Ergin Bulut

Chief Technology Officer

📞 +90 (532) 733 2266

✉️ ergin@erginbulut.com

📍 Istanbul, Turkey

in [@erginbulut](https://linkedin.com/in/erginbulut)

SUMMARY

I am passionate about building innovative digital products and services that bring together business models and technology to revolutionize the world of marketing and advertising. My expertise is in developing scalable, secure, highly available, AI-powered, and cloud-native solutions. Using advanced technologies such as deep learning, neural networks, microservices, Kubernetes, Java, Python, NoSQL, DevOps, and cloud infrastructure, I bring accessible solutions to the forefront of the industry for companies of almost any size. My diverse experiences spanning the e-commerce, finance, digital publishing, and travel sectors enable me to create solutions that increase success in different areas.

My goal is to empower businesses with cutting-edge solutions, enabling them to succeed in a dynamic and competitive market, and my commitment to being at the forefront of technological advancements drives me to constantly push the boundaries of what is possible.

EDUCATION

İstanbul University (MSc) | 2011
Management Economy Institute, Management of Information Systems (MIS)

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

SKILLS

- Technology Management
- Software Development
- Product Management
- AI & Machine Learning
- Big Data
- Analytics
- Cloud
- DevOps
- Startups & Scaleups

EXPERIENCE

SegmentHub

CTO & Co-Founder November 2021 - Present

SegmentHub is a realtime omni-channel visitor segmentation, advertising and content personalization platform. It is a combination of DMP, CDP, Ad Server and Media Server. Platform offers several features to help businesses personalize their advertising and content based on visitor behaviors.

DMP tracks 100% of your visitors even if they are logged-in or not (anonymous). So you don't need to know who they are and you can use the benefits of SegmentHub in real-time.

CDP profiles your customers by unifying their devices so you can have a 360-degree customer view in one place and build your own first-party data.

Ad Server and Media Server help you to create real-time, targeted and personalized actions (change content, display banners, show offers, continuously feed ad networks, sync customer journey between devices etc.) by instant analysis of visitor behaviours.

Platform built with Java, Hadoop, Apache Spark, NoSQL & In-memory clusters, kubernetes, and comes with on-prem installation option. The platform is highly scalable and can handle large amounts of data which is suitable for both enterprise-level businesses and SMBs.

TECHNOLOGIES

- Java
- Python
- HTML, CSS, JavaScript
- MySQL
- SQL Server
- Elasticsearch
- Apache Cassandra
- Apache Kafka
- Spring Boot
- Redis
- Docker
- Kubernetes
- Apache Spark
- Pandas
- Hadoop
- JSON
- XML
- Git, GitHub, GitLab
- Linux
- Cloudflare
- Nginx
- Azure
- AWS
- Jenkins, GitHub Actions
- AI (NLP & ML)
- Hugging Face
- Google Colab

Prime Solutions

CTO & Co-Founder   **May 2021 - Present**

Designing, innovating & scaling digital marketing products for digital marketers, especially for the e-commerce sector, that can deliver significant business values.

These products and services help them to increase sales, reduce operational costs, and increase customer engagement by using distributed architecture, enterprise software development, statistics, cloud computing, crawling, advanced analytics, artificial intelligence (AI), and machine learning.

Barlas Global

Founder   **August 2017 – November 2021**

Built data-driven, AI-powered, digital marketing solutions which are used by companies to increase competitive advantage by boosting revenue, customer engagement/loyalty, and operational efficiency. Automation, big data processing, artificial intelligence, heavy traffic/transaction, and innovation are the key assets of my business models.

I also provided technical/strategic leadership for my customers (companies) to transform their technology stacks, develop technical aspects of the company's strategy, knowledge transfer, design/drive product roadmap, build/lead cross-functional teams to accelerate their business models.

The products we have created at Barlas are PriceTrack, PrimeWidgets, BrandMonitor, Shortener Cloud, Product XML, and Smart CDN.

PriceTrack finds other products and competitors automatically, reports the competition results and helps marketers to optimize their digital marketing budgets.

PrimeWidgets is a widget set built for e/m-commerce platforms to increase revenue and customer engagement via recommendation engines, search autocomplete, automated push/email messages.

Shortener Cloud is a URL shortener service built for shortening long links and tracking the customer clicks in order to segment the audience. It supports branded domain names, allows more text space for SMS campaigns, and reduces message costs by segmenting customer activities.

All products we created, acquired by Prime Solutions.

- Marketing Technologies
- Advertisement Technologies
- E-commerce
- Finance
- Travel
- Digital Publishing
- Agencies

Smpl (formerly 8digits)

CTO   June 2017 – July 2018

As an omni-channel marketing automation company, we provide a digital marketing platform for our customers to enable the marketers create and manage personalized campaigns for their customers to increase user engagement, loyalty and revenue.

Our business model requires to process real-time data comes from 50+ e-commerce websites as user activities (we call it events), and then create actions in a few seconds. So you have to deal with millions of requests per minute.

Technologies and platforms I hands-on played with:
Java, Python, Spring Boot, Spring MVC, Tomcat, Nginx, Apache Storm, Apache Cassandra, Elasticsearch, MySQL, Redis, Message Queues, Docker, HTML5, CSS3, JavaScript, Git, Gradle, Jenkins, AWS, Azure, DigitalOcean.

Etstur

IT Director   December 2013 – March 2017

Provided technology leadership and expertise for digital transformation, cloud, big data, focusing on improvement and transformation of operational efficiencies, enterprise responsiveness, business agility and scalability.

Participated in being a data driven company and changing the way of getting, transforming and processing of the data to improve the services for our customers in a omni-channel environment.

Created and managed international business relationships and to expand our business from local market to the eurozone.

Identified and managed the company's strategic planning by customer, technology and company needs, set the short and long-term IT goals and budgets to support company-wide business needs.

1V1Y.COM

Software Development Director   August 2011 - December 2013

From it's early stage startup journey to be one of the leaders in the e-commerce sector, I created a highly skilled technology team, and worked hard to create e-commerce and mobile services in order to provide the best user experience for our customers, and to be a disruptive & innovative company for our competitors.

We shaped the e-commerce in Turkey by creating new trends such as social buying, loyalty programmes, single checkout multiple merchants, real-time discount ratios by product popularity in social

platforms, support of too many different payment channels, segmented & peer to peer marketing activities, etc.

Worked closely with Finance, CRM, Digital Marketing, Merchandising and Logistics departments to establish a rapid automated environment for every part of the company.

Dogan Holding

Project Leader   **May 2019 - August 2011**

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 (millions of visitors per day).

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, SEO, Windows Services, Video & Image Processing, Social Network APIs.

Veripark

Senior Software Engineer   **March 2008 – May 2009**

Developed and implemented ERP system for DigiTurk to enable management of the customers, inventories, sales, stock, performance reports, loyalty etc.

Built a Mortgage Credit System for Istanbul Mortgage that calculates credibility scores of customers by analyzing the property that wanted to be bought, customer financial history, risk scores, credit amount, payment period etc. parameters, and creates a decision to about the application is accepted or declined. System follows every step of the accepted credits such as payment dates & amounts, calculates delayed interests, creates documents in an automated enviroment and pushes the next activities to the employees.

Mynet

Software Engineer   **April 2007 – January 2008**

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:
- http://eksenim.mynet.com
- http://secim.mynet.com
- http://finans.mynet.com
- http://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 5, Telerik Rad Controls, jQuery, Ext JS, SVN

Crema Creative Marketing

Software Engineer   **December 2004 – March 2006**

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")
- Yatırım Finansman Menkul Değerler (Java, ASP.NET, SQL Server, XHTML)
- Cineplex Turkey (PHP, MySQL, XHTML)
- Olmuksa (ASP, XML, XHTML)