

# BERKE TUNA

Senior Technical PM | Digital Product & Infrastructure

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Portfolio: [berketuna.com](http://berketuna.com)



## PROFESSIONAL PROFILE

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**Senior Technical Product Manager and Industrial Digitalization Expert** with 7 years of experience architecting scalable software solutions for complex manufacturing environments. Proven track record of owning the end-to-end product lifecycle for enterprise digital tools, including MES platforms, automated ERP integrations, and B2B customer portals. Equipped with an **M.Sc. in Robotic Systems & AI** and **PRINCE2®** certification, I bridge the gap between operational reality and software innovation, translating strategic business goals into actionable technical roadmaps for cross-functional engineering teams.

## CORE PRODUCT COMPETENCIES

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- **Product Strategy & Roadmap:** Defining long-term technical vision for digital-physical ecosystems.
- **Requirements Gathering:** Translating complex stakeholder needs into clear user stories and technical specifications.
- **Internal & B2B Product Management:** Owning the development of internal tools (SAP, MES) and customer-facing portals.
- **API & System Integration:** Managing the connectivity layer between ERP (SAP) and Shop-Floor (MES) systems.
- **Backlog Management:** Prioritizing engineering change requests (ECRs) based on business value and technical feasibility.

## PROFESSIONAL EXPERIENCE

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Vogelsitze GmbH | Frankfurt, Germany

Sept 2018 – Present

Senior Technical PM | Product Owner

Jan 2026 – Present

*Leading the product strategy and operational reliability of the group's integrated manufacturing ecosystem.*

- **Dual Product Owner:** Led the development of an **AI/ML backend** within the MES to analyze work order queues and optimize batch sequencing. This feature minimizes physical tool setup times and changeover costs, driving a measurable increase in Overall Equipment Effectiveness (OEE).
- **API Integration Strategy:** Managing the ship (**SAP + MES**): Sole owner of the company's core digital products: the **SAP S/4HANA** backbone and the proprietary in-house **Manufacturing Execution System (MES)**. Responsible for the entire development lifecycle and feature roadmap for both systems.
- **AI-Driven Process Optimization (MES):** The critical API layer that connects the MES (Shop Floor) with SAP (Top Floor), ensuring real-time data synchronization between production execution and financial planning.
- **Feature Prioritization:** Managing the backlog for new SAP developments and MES features. Collaborating with R&D and Operations to prioritize builds that maximize automation and data visibility while minimizing technical debt.

*Concepted, built, and launched the group's digital backbone and automated configuration tools.*

- **Product Launch: SAP S/4HANA & B2B Customer Portal:**
  - **Role:** Acted as the **Client-Side Product Owner**, partnering with external SAP consultants to define the "What" and "Why" of the system architecture.
  - **Execution & Product Scaling:** Architected a proprietary **Logic Engine (Configurator)** within SAP SD/PP that automated the conversion of "150% Master BOMs" into specific customer variants. Scaled this backend logic to power a **Self-Service B2B Portal**, enabling clients to configure products via real-time 3D models, inject Purchase Orders directly into SAP, and track live order status (procurement to delivery). This created a zero-touch digital thread from sales to manufacturing, reducing manual configuration effort by 100%.
- **Product Launch: Interactive MES Shop-Floor Application:**
  - **UX & Deployment:** Led the product development for the production-facing side of the digital infrastructure, deploying intuitive touch-panel interfaces across the factory floor.
  - **Feature Development:** Defined user stories for interactive production workflows, dynamic CAD blueprint rendering, step-by-step Quality Control (QC) instructions, and automated barcode printing for finished goods.
  - **Impact:** Eliminated paper-based tracking, significantly reduced assembly errors, and established a real-time data feedback loop between production personnel and the SAP backbone.

## CERTIFICATIONS

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- **PRINCE2® Foundation & Practitioner** – Certified in Project Management
- **IATF 16949 & ISO 9001** – Internal Auditor Certification

## TECHNICAL SKILLS

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- **PM Tools:** Jira/Confluence, Figma, Stitch, Agile/Scrum
- **Languages:** German (Fluent), English (Fluent), Turkish (Native).

## EDUCATION

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- **M.Sc. Robotic Systems & Artificial Intelligence** | RWTH Aachen University, Germany
- **B.Sc. Mechanical Engineering** | Koç University, Istanbul