

Gökhan Arslan

DIGITAL GROWTH · PRODUCT · AI LEADERSHIP

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Turkish & English (native) · German · Italian

10+

YEARS IN DIGITAL
& GROWTH

2M+

SHOPPERS REACHED
WITH THE AI ASSISTANT

6

DISCIPLINES
LED AS ONE ORG

HBS

GENERAL MANAGEMENT
PROGRAM '23

PROFILE

Growth, product & AI — *led with intent.*

I am a digital growth and product leader. For more than a decade my work has been to take digital channels from where they are to where the business needs them to be — setting the roadmap, building the team, and staying with the execution until the numbers actually move. Growth, digital marketing, web analytics, UI/UX, digital content and CRM: I have directed all six as a single organization, and carried a company-wide AI program from first pilot to everyday practice.

That craft was built in very different rooms. Six years and four roles at a leading Turkish retail group — from the CEO's office to directing digital growth across app and web. Business development and analytics at Yemeksepeti, Türkiye's food-delivery pioneer. Enterprise advisory for Fortune 500 accounts at Apple in Ireland, and sales & marketing across Intel's META region. Economics at Boğaziçi University and Arizona State; the General Management Program at Harvard Business School.

What drives me is simple: solve the complex problem, create real value — for the business and the customer alike. I care about doing the work properly and finishing it.

FEATURED

The results, *on record.*

We've doubled the number of conversions versus search and reached five times the conversion rate compared to unaided sessions.

GÖKHAN ARSLAN

Digital Channels Growth Director — quoted in the McKinsey & Company case study on the AI shopping assistant rolled out to two million shoppers

2x

CONVERSIONS VERSUS SEARCH

5x

CONVERSION RATE VERSUS UNAIDED SESSIONS

−97.5%

COST PER ASSISTANT SESSION

FLUTTER SHOWCASE · GOOGLE

A 1M+ user app, rebuilt on one codebase.

BUSINESS LIFE · SEPTEMBER 2025

Named among Turkey's 50 Value-Creating CTOs.

THE TECH SUMMIT 2025

"Making room for AI at the table."

HARVARD BUSINESS SCHOOL · 2023

Starting the General Management Program.

KADIN DOSTU MARKALAR · DIGITAL BOOK

A human-centred take on digital transformation.

EXPERIENCE

A decade across *global brands.*



JUL 2020 — AUG 2026 · ISTANBUL · 6 YEARS, FOUR ROLES

From the CEO's office to directing digital growth across app and web — four roles in six years.

DIGITAL CHANNELS GROWTH DIRECTOR

Jan 2024 — Aug 2026

- Directed the Growth, Digital Marketing, Web Analytics, UI/UX, Digital Content and CRM teams — strategy, performance and growth across all digital channels.
- Spearheaded the company-wide AI program: adoption, integration and innovation in service of digital transformation.
- Led cross-functional initiatives for seamless, conversion-driven customer experiences.

SENIOR DIGITAL CHANNELS GROWTH MANAGER

Dec 2022 — Feb 2024

- Expanded ownership across the app and web growth organization ahead of promotion to director.

DIGITAL CHANNELS GROWTH MANAGER

Nov 2021 — Dec 2022

- Owned the product development roadmap of the company's two digital channels — app and web.
- Built the strategic growth roadmap aligned with business goals; integrated new technologies and vendor partnerships to accelerate digital sales.

CEO STRATEGY CONSULTANT

Jul 2020 — Nov 2021

- Ran the CEO's special projects and orchestrated 10+ board meetings.
- Led the digital store initiative — opening three digital stores — and brought 5+ new technologies into the company.

Yemeksepeti

JAN 2019 — JUL 2020 · ISTANBUL

BUSINESS DEVELOPMENT ANALYST

- Business performance analysis, forecasting and feasibility studies at Türkiye's food-delivery pioneer, with regular reporting to C-level.
- Built competitive intelligence across global food-delivery markets; supported vertical projects on budget, orders, conversion and user behaviour.



AUG 2017 — AUG 2018 · CORK, IRELAND

EMEA ENTERPRISE ADMIN ADVISOR

- Enterprise support and major-account escalations for Fortune 500 companies across EMEA.
- Contributed to projects involving organizations such as Westminster and the FBI; Apple Certified Associate — Mac Integration.

intel.

MAY 2016 — JUN 2017 · ISTANBUL

META SALES & MARKETING

- Reporting and analysis for the META sales team; represented the region at the Advocacy Summit in Berlin.
- Led the META region infographic with the advertising agency; twice recognized with Intel META Recognition Awards.

vodafone

JUL 2014 — SEP 2014 · ISTANBUL

FINANCIAL DECISION SUPPORT

- Financial decision support and monthly site-profitability reporting at one of the world's largest telecom groups.

EDUCATION

Foundations, *sharpened.*

EXECUTIVE EDUCATION

Harvard Business School
General Management Program
2023

UNDERGRADUATE

Boğaziçi University
B.A. Economics
2012 — 2017

INTERNATIONAL EXCHANGE

Arizona State University
Economics
2015

HIGH SCHOOL

Robert College
Science Diploma
2007 — 2012

EXPERTISE

Where I create *value.*

01

Growth Strategy

E-commerce growth roadmaps aligned with business goals — measured relentlessly, compounding quarter after quarter.

02

Product Leadership

Product development for app and web — from discovery and roadmap to conversion-driven experiences.

03

AI & Digital Transformation

Company-wide AI programs — adoption, integration and innovation that actually ships.

0 4

CRM & Customer Analytics

Customer data turned into engagement, retention and lifetime value.

0 5

UI/UX & Digital Content

Seamless digital experiences, elevated by editorial-grade content and design.

0 6

Strategic Partnerships

Vendor and technology alliances that open new channels of growth.