

SARPER HORATA

 **PRODUCT MANAGER | AI BUILDER | ADVISOR | CONSULTANT**

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EXPERIENCE

Founder & Advisor Consultant

01/2025 - Present

Independent / AI-Native SaaS & Web

Remote

- Building and shipping AI-native products and websites in parallel — focused on AI-assisted commerce, developer tooling, and verticalized SaaS.
- **pirlantaustasi.com** — Luxury diamond jewelry e-commerce store; headless commerce stack with PayTR and Yurtiçi Kargo integrations.
- **prop-comp.ai** — AI-powered real estate property comparison & valuation tool.
- **buzz2remote.com** — Remote-work job platform aggregating opportunities for Turkish & global tech talent.
- **sidebot** — AI side-panel chatbot tool / browser companion.
- **SaaS in active development: ikas Autopilot** (AI ops assistant for Turkish e-commerce merchants — content gen, SEO, competitor price intelligence) and **Codepit** (cloud developer workspace optimized for in-car browsers).
- Product & SDLC consultancy to **FORIPS**, optimizing org structure and AI-assisted dev workflows for military logistics software.
- Platform advisor for **Ad Astra Lifestyle** — luxury travel platform in Russia (**adastravel.com**, **trips.adastravel.com**); built a payment aggregator hands-on integrating Stripe, Alfabank, and Credit Europe Russia.

Product Lead

02/2023 - 12/2024

Bondai (Acquired by a Travel Group)

Remote · KSA

- Spearheaded **B2Bondai SaaS** from concept to **\$10M annual sales** — designed subscription tiers, agency onboarding flows, and trained content provider workflows for travel agencies across MENA.
- Owned company-wide OKR cadence aligned to strategy, consistently hitting both B2B and B2C targets at **80%+ quarterly accuracy**.
- Shipped **API products** for hotel and tour/activity bookings, expanding marketplace inventory depth.
- **Hired, onboarded, and trained** a cross-functional team of **11 people** across product, engineering, design, and ops — built the product org from the ground up.

Senior Product Manager

09/2020 - 02/2023

SportyBet

Remote

- At **SportyBet** — a **€1B+ annual GGR i-gaming operator** active in 16 countries — designed and shipped **two zero-to-one products**: Sporty Odds and Sporty Risk.
- Built **Sporty Odds** from scratch: provider integrations, odds mapping, and a real-time pricing engine deployed across **16 countries**.
- Engineered **Sporty Risk**, a data-driven fraud and anomaly detection system — surfaced fraudulent bets and dodgy users, with outputs feeding back into odds optimization in real time.
- Grew active bettors by **12% YoY** through behavioral-driven product enhancements.
- Owned monthly OKR cycles; managed **2 globally distributed teams totaling 13 people**, including hiring, onboarding, and ongoing mentoring.

SUMMARY

Product Manager since 2012, today operating as an independent **AI builder, advisor, and consultant**. Over a decade of deep operating experience across **Travel** (B2B marketplaces, decentralized platforms, luxury), **Betting & I-Gaming** (zero-to-one products at a €1B+ GGR operator), and **Crypto & FinTech** (exchange launch, ICO, smart contracts, payment gateways).

I shipped my first LLM product on OpenAI in **2018** — **four years before ChatGPT made AI mainstream**, and I've been hands-on with every meaningful AI cycle since.

Self-described **product geek**: I love sitting at the intersection of strategy, engineering, and user behavior, and I'll happily jump from an analytics funnel to a Figma flow to an AI prompt in the same afternoon. Endlessly curious about how products grow, fail, and adapt — I learn by building.

I move fast, write code when it helps the team, and care more about outcomes than artifacts. At my best in early-stage or AI-adjacent product teams that value bias for action, clear thinking, and a metrics-driven approach to bets.

TOOLS & STACK

AI TOOLS

Claude (LLM dev), Gemini (multimodal), Antigravity (AI IDE), Cursor (code), ElevenLabs (voice)

AI CAPABILITIES

Image generation, Image recognition, Voice generation, Narration

PRODUCT & ANALYTICS

Jira, Productboard (roadmap), Confluence, Amplitude, Google Analytics, Yandex Metrica, Hotjar (heatmaps)

DESIGN

Figma, Miro

INFRASTRUCTURE

Vercel, Render, Cloudflare Workers (edge), Neon DB (Postgres), Google Cloud

BUSINESS & OPS

Zoho CRM, Zoho Books (accounting), Zoho Backstage (events), Zoho Zeptomail (email), Resend (email)

EXPERIENCE (CONT.)

Product Manager (Freelance)

06/2019 - 09/2020

Upwork

Remote

- Architected and delivered **salaryboard.com**, an HR analytics product, in partnership with Randstad.
- Built **affordableart.com**, a marketplace ecosystem connecting global artists, galleries, and consumers.
- Ran end-to-end product cycles across clients — discovery, spec, dev coordination, launch, and post-launch CRO.

Product Development Leader

12/2018 - 06/2019

Cointral

Istanbul, Turkey

- Launched **Cointral.com**, one of Turkey's first crypto exchanges, from **0 to live in 4 months at 100% uptime**.
- Implemented coin/token network tracking for strict **AML compliance and fraud prevention**.
- Released native iOS/Android crypto wallet apps on the App Store and Google Play.
- Delivered **2 Ethereum smart contract products** for global enterprise clients.

Senior Product Manager

04/2018 - 12/2018

Please (Decentralized Travel)

Remote

- **Pioneered early AI adoption** — shipped a conversational booking chatbot MVP on **OpenAI in 2018, before ChatGPT existed**.
- Released a decentralized travel platform on web, iOS, and Android backed by Ethereum smart contracts.
- Authored the white paper and pitch deck; **raised \$800K seed** and launched an ICO in Q4 2018.

Product Manager

02/2013 - 04/2018

HProTravel (aka Hotelspro)

Istanbul, Turkey

- Created the **Compass** product from scratch; scaled to **\$50M ARR in 2 years**, 100K RPM traffic, 1,000+ daily bookings at ~\$600 AOV.
- Drove company-wide **ARR growth of 22% to \$300M**, boosted booking CVR by **27%**, and cut search ART by **288% (to 0.9s)**.
- Authored and shipped **6 R&D projects** to the Turkish Ministry of Industry & Technology, securing **5M TRY in subvention**.
- Led integrations for payment gateways, virtual credit cards, fraud handlers, and virtual wallets across the agency ecosystem.
- **Managed a team of 12 and mentored a product team of 10**, including hiring, onboarding, and internal training programs.

EDUCATION

Middle East Technical University (METU)

B.Sc. Computer Engineering · Ankara, Turkey

KEY ACHIEVEMENTS

◆ AI-First Since 2018

Shipped a conversational booking chatbot on **OpenAI in Q3 2018** — four years before ChatGPT made LLMs mainstream. Today shipping multiple AI-native products in parallel, hands-on with LLMs, image generation, voice synthesis, and agent orchestration.

◆ Scaled Revenue to \$300M ARR

Drove company-wide ARR growth of **22% to \$300M** at HProTravel. Built **Compass from 0 to \$50M ARR** in 24 months at 100K RPM traffic. Later took **B2Bondai SaaS to \$10M annual sales**.

◆ Two Products From Scratch at a €1B+ GGR Operator

At **SportyBet**, designed and shipped two zero-to-one products: **Sporty Odds** (real-time pricing engine across 16 countries) and **Sporty Risk** (data-driven fraud & anomaly detection). Grew active bettors **12% YoY**.

◆ Cross-Functional Team Leadership

Hired and built a team of **11 at Bondai**. Managed **13-person teams at SportyBet** across 16 countries. Led and mentored **22 people at HProTravel** (team of 12 + product team of 10). OKRs hit at **80%+ quarterly accuracy**.

◆ Lessons from a Failed Bet

Raised **\$800K seed** for PLEASE (decentralized travel) in 2018, but our Q4 ICO failed to hit target as the crypto market collapsed. Lesson: **macro timing can dominate strong execution** — now I weigh market conditions as a first-class input, not a side note.

PUBLISHED COURSES

5 video courses on Pluralsight

- ◆ ICAgile (ICP-TST) Agile Testing Process
- ◆ Forecast Answers to Agile Team Questions
- ◆ Creating Project Contingencies
- ◆ Exploring Assessing Evidence-Based Opportunities
- ◆ Exploring Product Operations