



Zafer  
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Adv. Solution Principal



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## ABOUT ME

*Critical thinker, communicator and builder. Highly qualified in analytics, digital products, solution consulting, and delivery areas*

Extensive experience in building analytical products, go-to-market strategies, key partnerships and execution.

Self-motivated, calm, solution oriented with very good communication and organizational skills

## SKILLS



## EDUCATION

Computer & Control Systems Engineering  
Naval Academy - Tuzla/ Istanbul  
1991 - 1995

High School  
Naval High School – Heybeliada/ Istanbul  
1987 - 1991

## EXPERIENCE

### Advisory Data & AI Solution Principal & Community Lead

*Dell Technologies/ Consulting, UAE/2018 -*

Regional consulting pre-sales and community leader creating solutions for GenAI ,AI/ML, Big Data, Analytics and Digital Transformation.

Part of Global Portfolio Team developing GenAI & Data Analytics offerings.

Successfully created a sustainable pipeline and ecosystem in the Gulf region with many success stories, some of them given below:

#### AI/ML and Analytics

Successfully sold and participated in in many deals and projects including:

- GenAI and Large-Language-Models (LLM), Retrieval Augmentation Generation (RAG) and prompt engineering. Building key use GenAI cases such as Virtual Customer Agents.
- Natural Language Processing (NLP) and sentiment analysis to predict value added services.
- Smart AI agents for Customer care, integration into IVR flows and multiple channels
- Global success KPI's and performance tracking (Health, education, industry etc.), global ecosystem of independent providers (Worldbank, WHO etc.). Delivery of AI/ML models for variety of business use cases.
- Customer experience management (CEM), network analytics, churn reduction, revenue stimulation, location based marketing, footfall analysis
- Smart meters, consumption prediction, fraud detection

# CERTIFICATION

Design Thinking  
Cloud Architect  
Greenplum Specialist  
ITIL V3  
Microsoft MCSE

# LANGUAGES

10/10

Turkish - Native

10/10

English - Excellent

# INTERESTS

Kitesurfing & sailing enthusiast.  
Technologist and passionate science reader  
Leisure guitar player  
Growing and cooking things

- Data Science Lab offerings, data mining methodologies
- Data Analysis & Modelling, Analytics tools: Data Robot, Knime

## Big Data and Data Warehousing

- Developed enterprise scale big data offerings based on Open Source components HDFS, Kafka, Spark, Trino, Impala, Delta, Iceberg etc. and enterprise platforms like Cloudera, Starburst, etc.
- Architected scalable solutions including SQL, NOSQL and Data Lakehouse/Warehousing
- Lead solutioning for major data platform migrations and offloading projects
- Help customers create a full text search & analytics solutions e.g. ELK Stack (Elastic Search, Log Stash, Kibana), SOLR
- Participated in Data & application archiving projects including Big Data solutions (e.g. Solix)
- Helped customers select solutions for data analysis and visualization including major tools (Qlik, Tableau, PowerBI etc.)
- Participated in Major Transformation initiatives for ETL platforms including Informatica, Talend, Nifi, Spark etc.
- Participated in data governance projects using popular frameworks such as DAMA, CMMI, NDMO and familiar with important regulations e.g. GDPR, PDPL etc.

## Digital, Applications and DevOps

For multiple projects in GULF & UAE, I had participated from conception to execution of a next generation applications with the following highlights: Business requirements analysis, user research, definition of the end user experience

- Oversee the establishment of agile development approach and modern software deployment lifecycle and processes
- Help create the technical software CI/CD life cycle with Git, Jenkins, Spinnaker & Jira
- Help with micro-services applications framing, design & implementation.
- Facilitate building API services with Spring Framework, Redis, Hybernate, MySQL
- Modern UI frameworks: React.JS, D3.js
- Mobile applications

## Senior Solution Principal

*Dell EMC/ Consulting, Turkey/UAE/2013-2018*

Regional consulting pre-sales role supporting projects in UAE, KSA, Turkey and other middle-east countries. Building up complex project solutions in Digital Transformation, Application Development, Big Data and Cloud areas.

I have successfully participated in sales, solution definition and delivery of major projects in the Middle East Region with enterprise Finance, Telco, Utilities, retail and public customers. Helped Dell EMC gain major business in the following references:

### Public Transportation Authority: Big Data and Analytics

Successfully developed and closed massive Data Management solution to handle customer smart initiatives and predictive analytics:

- Data Management solution using Informatica including data lineage, cataloging,
- transformation and ingestion from various data sources such as: IOT data from sensors and external parties and internal systems (GIS, subscriber etc.)
- Facilitate the architecture and delivery design of massive Cloudera Data Platform with Hive, Spark and Impala
- Creation of Hadoop data model to support archiving, offloading use cases with semi structured data
- BI integration deployment with Micro-strategy

#### **Major Telco Company: Big Data and Network Analytics**

Developed proposal & technical scope for the new requirements and phases.

- Scope on-boarding various data elements from 2G, 3G, 4G networks and any relevant protocols
- Interact with Telco data sources such as: Probes, CRM, Billing etc.
- Downstream integrations with various BSS such as: Campaign Management systems
- Handover and delivery alignment of any additional phases.

#### **Major Telco Company: Cloud Sales Process Digitization and Front-end Marketplace**

I successfully initiated, solutionized, finalized and participated in delivery program of building the public cloud front-end of a major e-commerce / multi-channel sales marketplace for IT cloud services

- Business analysis of Telco sales processes and IT relevant offerings
- Telco specific sales ecosystem, product catalog and attributes, rating, charging and billing process and platforms
- Building of end-to-end IT offerings including IaaS, PaaS, Data-aaS and XaaS varieties
- Sales front-end concepts and technologies (SAP Hybris, open source frameworks and custom UI development, Java Spring)
- Integration, implementation and automation of Telco sales process considering wide range of middle-ware (s) and platforms

#### **Senior Presales Consultant**

*EMC, Turkey/2011-2013*

Pre-sales Technical Consultant responsible for Telco accounts, working closely with the enterprise customers. Received best Technical Consultant award in EMEA region due to my work in Telco accounts in 2012.

- Successfully engaged customers on Cloud, Analytics and Big Data and areas and developed solutions
- Helped EMC reach the biggest market share and dominant position in Turkey

#### **Senior Technical Project Manager & Stand-in Delivery Manager**

*EMC, Turkey/2009-2011*

Taken the challenge of Sr. Project management and stand-in for Professional Services Program Delivery Management for Turkey.

Successfully managed all key customers projects, scoping, delivery and acceptance activities

Successfully monitored managed P&L and budget for services, achieved all key targets and metrics.

## **Solutions Architect**

*EMC/ Services, Turkey/2007-2009*

Technical Solutions Architect designing enterprise solutions. I've helped customers accomplish their IT objectives, in many projects.

- Successfully delivered several major disaster recovery implementations to major customers like Vodafone Turkey and İş Bank.
- Successfully delivered many big-scale storage transformation, migration and consolidations for customers like Avea, Vodafone, Garanti Bank, Yapı Kredi

## **Implementation Specialist**

*EMC/ Services, Turkey/2005-2007*

Post sales role implementing EMC solutions on heterogeneous customer environments.

- I've helped Post Sales team accomplish total customer satisfaction with the following customers: İş Bank, Turkcell, Vodafone, Avea, Turkish Telecom, Mernis, Tedas, Migros, Tupaş, IMKB and many accounts from both government and private sector.

## **Managing Partner & CTO**

*Pi Computer System, Turkey/2003-2005*

CTO and trusted advisor helping customers decide, plan, accomplish their IT projects on many verticals.

- I helped the company become best Veritas Reseller in 2003.
- Have successfully delivered many consulting engagements for system integrators including HP, Koç Sistem, Gantek, Superonline.

## **Technical Presales**

*Novell MEA, Turkey/2002-2003*

Sales engineer and responsible for all technical operations in Turkey.

- Successfully solutionized and sold several projects on user identity management in bigger companies.
- Successfully delivered an identity management solution and developed customizations in XML in a major customer to a complex environment which included Oracle on Hp-UX servers and various different operating systems

## **Technical Consultant & Developer**

*Protek Computer Systems, Turkey/1998-2002*

Worked as a technical consultant and script developer. Participated in many projects including integrations and customizations for different operating systems: Linux (Debian, Redhat, Suse) and UNIX versions (Sun Solaris, IBM AIX, HP-UX)

- Successfully delivered desktop management and corporate software distribution solutions for customers like Daimler Benz and JP Morgan with products such as Microsoft SMS and Novell ZenWorks.
- I've worked with global enterprise customers including Citibank, JP Morgan, Pfizer, Thames Water, Standard Bank, General Electric, and Cathay Pacific.

## **Software Developer**

*As Bilgi Islem, Turkey/1996-1998*

Software developer participating in retail accounting product development. Application modules development with Borland products: Pascal & Delphi

## **Weapons Electronics Officer**

*Turkish Navy, Turkey/1995-1996*

Served professionally as an electronics and guided missiles officer. Successfully completed radar and sonar electronics course and graduated with good degree.