

# Oğuzhan DURAÇE

 04.05.1992

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in

## Professional Experience

Aug 24 - Present **AI Automation Architect & Solutions Builder / Salesforce Product Owner**  
Berlin, Germany **Andercore GmbH**

**Leading Generative AI and intelligent automation initiatives across sales, procurement, logistics, and support. Owning the full consulting cycle from process discovery and solution design through implementation, validation against KPIs, and production rollout.**

- Ran discovery workshops with sales leadership to identify pipeline bottlenecks, then scoped and built an AI powered lead qualification engine in Salesforce using LLMs and ML based scoring. Validated against agreed KPIs over a structured pilot, presented data driven results to the executive team, and secured sign off for full rollout. Outcome: 40% conversion uplift.
- Mapped the end to end support ticket lifecycle with the operations team, identified triage as the primary bottleneck, and designed a smart case management system using NLP classification. Piloted with a subset of ticket categories, iterated based on agent feedback in a continuous improvement cycle, and scaled company wide. Outcome: 60% reduction in triage time.
- Developed a Jira Slack alerting integration and Conversational AI support bot. Defined success criteria with the support manager, ran a 3 week POC tracking resolution times and agent satisfaction, then transitioned both tools into core operational infrastructure.
- Own end to end delivery of AI automation projects: process mapping, solution design, stakeholder alignment, technical build, user acceptance testing, technical documentation, training, and production handover.

Apr 23 – Aug 24 **Salesforce Product Manager**  
Berlin, Germany **Ubitrlicity GmbH**

**Led a full scale digital transformation of the Salesforce environment for a Shell subsidiary. Owned the product roadmap, gathered business requirements across departments, managed cross functional stakeholders, and drove adoption through structured change management.**

- Led complete Salesforce environment migration from legacy systems: gathered business requirements across 5 departments, defined the migration roadmap, coordinated data migration, and managed phased rollout with minimal business disruption.
- Delivered Sales Cloud, Service Cloud, and Sitetracker implementations on time and within budget, managing dependencies across engineering, operations, and commercial teams.
- Designed and facilitated end user training programs for new Salesforce workflows, driving adoption across field teams and back office operations.
- Served as the primary bridge between engineering and business stakeholders, translating technical constraints into business language to maintain executive alignment throughout the project

Jul 21 – Apr 23 **Digital Business Integration Analyst**  
Berlin, Germany **Accenture GmbH**

**Delivered enterprise scale digital integration and rollout projects for global clients. Managed multi market implementations with structured delivery methodology, stakeholder coordination, and change management across time zones.**

- Managed rollout planning, market requirement specification, and Go Live execution for 10+ international markets, ensuring each market met readiness criteria before launch
- Set up and deployed 20+ forms using Adobe Experience Manager, coordinating acceptance testing with local market teams before each release
- Implemented software configuration management plans for enterprise clients, establishing governance processes for change control and release management
- Led cross functional stakeholder communication across multiple time zones, facilitating alignment between local teams and central program leadership

Jul 19 – Jun 21 **Process Manager & Salesforce Product Manager**  
Berlin, Germany **Lemon One GmbH**

- Managed product backlogs and requirements, ensuring alignment with both commercial and technical needs.
- Planned and developed Salesforce processes and flows to support daily company activities, enhancing user experience and productivity.
- Designed and deployed custom Salesforce validation rules and approval processes to ensure data integrity and compliance with sales policies.

## Education

**Master of Science in Management**

**Track:** Quantitative Business

**Specialization:** Business Analytics

ESMT Berlin - Germany

Sep 17 - Sep 19

**Bachelor of Business Administration**

Koc University - Turkey

Sep 11 - Aug 16

## Languages

**Turkish:** Native

**English:** C1

**German:** B1 **French:** A1

## Technology

**LLMs:** OpenAI GPT, Claude API, Gemini, Qwen, Local LLMs (Ollama)

**AI Frameworks:** LangChain, LlamaIndex, Hugging Face

**Automation:** n8n,

Make.com, Zapier + AI

**Development:** Python,

JavaScript, REST APIs,

Webhook orchestration

**AI Tools:** Cursor, GitHub

Copilot, Midjourney, Stable

Diffusion

**Traditional:** Salesforce,

Adobe Suite, Agile, JIRA

## Portfolio:

 [github.com/durevs/ai-portfolio-hub](https://github.com/durevs/ai-portfolio-hub)

## Awards & Scholarships

Partial Merit Scholarship,

ESMT (2017)

Example Leader Award

Geleceğin Yıldızları Summer

Camps, Uludağ (2017)

## Certifications

Adobe Certified Professional

- Adobe Analytics Business

Practitioner

Adobe Qualified - Adobe

Experience Platform