

WORK EXPERIENCE



GOOGLE CLOUD, SOLUTION ARCHITECT - DATA ANALYTICS

Sept. 2021 - Feb. 2023

Role Details: Responsible for shaping and executing technical business strategies and acting as a presales advisor to clients.

- Utilized data and analytics expertise to lead **discovery sessions**, deliver **impactful proof of concepts (POC)**, and facilitate **workshops**; **exceeding revenue targets by over 30%**.
- Worked with C-Level & practitioner, technical & business stakeholders to develop **data analytics pipelines, data governance models and Data Lake & Data Warehouse architectures**.
- Advised **finance, retail and telco** customers on **Customer Data Platform and Marketing Analytics** solutions.
- Coordinated **implementation partners (Deloitte, Accenture, etc.)** for customer pitches and deployments.
- Drove the adoption of Google Cloud **Product Discovery AI Retail Solutions** (Recommendations AI, Retail Search, and Visual Product Search) in SEA, serving as a subject matter expert.



GOOGLE APAC, REGIONAL PRODUCT LEAD ONLINE TO OFFLINE / OMNICHANNEL PRODUCTS

May 2019 - Sept. 2021

Role Details: Responsible for developing and executing product and sales strategies for the APAC Go-to-Market team.

- Responsible for adoption of key **Online to Offline and Omnichannel advertising products** across the APAC region; **exceeding targets across all metrics over multiple quarters**.
- Led the **target setting** for APAC region for product adoption; **managed 8 in-country specialists** to achieve targets.
- Successfully built a case and hired for new roles** for Google My Business and Print to Digital Narratives.
- Developed **annual plans and strategies** with global product teams to set and achieve key success metrics.
- Program Managed the (XXM\$) Retail Acceleration Project** for APAC clients, **opportunity sizing** for high-touch engagement models and aligned global stakeholders to craft **monetization and go-to-market strategy**.



GOOGLE TURKEY, PERFORMANCE SOLUTIONS SPECIALIST

Jan. 2016 - Apr. 2019

Role Details: Responsible for core performance advertising product adoption in Turkey, working with EMEA and Global Leads.

- Drove core performance advertising **product adoption metrics**, working with large advertising clients.
- Led the team in Turkey to achieve the **#1 position globally for the most critical product adoption metrics**.
- Structured the Omnichannel Strategy and Business Cases** of retail, tech and auto industries.
- Led the pilot launches** of key Omnichannel advertising products.

BOGAZICI UNIVERSITY TURKEY, PART TIME FACULTY	Sept. '16 - Jun. '17
N11.COM TURKEY, REALTIME MARKETING SUPERVISOR	Dec. '14 - Dec. '16
VODAFONE TURKEY, ONLINE EXECUTIVE	Jul. '13 - Nov. '14
VODAFONE, LIFESTYLE SERVICE SNR. ASSOCIATE MANAGER	May '12 - Jul. '13
MEKANIST.NET, MARKETING MANAGER	Jan. '12 - May '12
4PLAY DIGITAL WORKSHOP, BUSINESS DEVELOPMENT MANAGER	Oct. '11 - Jan. '12
AKBANK, ALTERNATIVE DELIVERY CHANNELS MARKETING TECH. MANAGER	Jun. '10 - Sept. '11
GARANTI BANK (BBVA), INTERACTIVE COMM. AND DESIGN A.V.P.	Sept. '05 - May '10

More info:
cankoklu.com/more

EDUCATION

Sabanci University, Turkey
M.Sc. Data Analytics - 2016
Bogazici University, Turkey
M.B.A. - 2009
Carleton University, Canada
B.Eng. Telecommunications - 2005

TECHNICAL EXPERTISE

Analytics & Visualization: Looker, Data Studio, Tableau, Google Analytics, Adobe Analytics
Cloud Platforms & Tools: Google Cloud Platform, BigQuery, CDP Solutions, Vertex AI
Marketing Platforms: Google Marketing Products, Online to Offline Advertising Solutions, Social Media Marketing Tools, Custom CRM Platforms, Content Management Systems
Programming: Python, SQL