

Recep Erdogan

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I earned my bachelor's degree at Kent State University in the United States. After my career in the US, I became an entrepreneur and founded Payfull, which became the second largest B2B payment platform in Turkey. In 2021, I successfully exited Payfull and joined the UK-based fintech company 'OZAN'. I currently serve as the CPO at OZAN while continuing my role as CEO at Payfull

EXPERIENCE

CHIEF PRODUCT OFFICER

October 2021 - Present

Ozan

- Sold my company to Ozan and joined as CPO
- Implemented the Payfull as one of the company's core product
- Increased Ozan's existing transaction volume by 265% with Payfull product.
- Managed the entire Visa and Mastercard Acquiring processes for both virtual and physical POS
- Developed new products in the company such as supplier payment system, interest-free pos, marketplace in POS terminal, etc.
- Enabled Ozan virtual pos businesses to add loan payment option to their sales channels.
- Enabled the TESK project which enables millions of micro businesses to receive their payments over their mobile phones with NFC technology.
- Defined KPIs and metrics for measuring success of product initiatives.
- Collaborated with sales team to ensure successful go-to-market strategies for all new products.

FOUNDER | CEO

November 2015 - Present

Payfull

- Built and managed all processes, from the ideation phase to product launch, and from product development to market release.
- Onboarded top-tier international companies such as Siemens, Sheraton Hotels, Lactalis, and Prysmian as clients.
- Built an effective marketing and sales strategy to successfully drive growth.
- Achieved an average growth rate of 115% annually over the past five years.
- Onboarded 550 main merchants for Payfull and gained 82,000 users who are dealers of these merchants.
- In 2022, the total transaction volume processed through the system amounted to \$910 million.
- Payfull became the 2nd largest company in Turkey's fintech ecosystem within the B2B payment systems vertical.
- Managed the company's investment processes and completed two investment rounds.
- Successfully exited %100 of company and managed all due diligence processes.

CO-FOUNDER*November 2020 - October 2021*

Fincore

- Established a comprehensive fintech company offering end-to-end solutions by merging 3 leading fintech entities, including my own company.
- Created and implemented marketing, sales and product strategies.
- Provided services to top-tier U.S. companies including Frost & Sullivan, Wasserstorm, and Frontgate.
- Managed a team of 52 people.
- Enabled collaborative opportunities between companies including cross-selling and sharing technical resources.

BOARD MEMBER*March 2012 - Present*

Alwaysfashion.com

- Alwaysfashion is the first luxury e-department store in Turkey. (Founded in 2008)
- Joined the company as an investor and board member in 2012.
- I set up the technical team and renewed the entire technological infrastructure from scratch.
- Securing a \$500,000 investment in exchange for 10% equity from Hasan Aslanoba, Turkey's foremost investor.
- Established strategic collaborations with high-brand value suppliers.

FOUNDER*January 2012 - February 2015*

T4U Software Solution

- Established software development company that provides end-to-end software development services.
- Managed all processes of over 30 web application projects, from UX/UI design to back-end infrastructure.
- Utilized agile project management methodology to ensure timely delivery of projects within budget parameters.
- Collaborated with IT professionals in the development and implementation of software solutions tailored to business needs.

LEAD IT USER SUPPORT ANALYST*January 2009 - January 2012*

Kent State University

- Provided technology support and services to various university departments and individuals.
- Managed and maintained the university's learning management system.
- Supported applications tailored for teaching and learning purposes.

INTERN*September 2003 - January 2004*

Koc Sistem

- My internship about Paro project. Paro is a fintech company that offers you personalized campaigns, discounts, and promotions based on your product preferences in your shopping.

AWARDS

- Winner of the most innovative product category @PSM Awards 2023
PSM is Turkey's most respected Fintech awards competition.
- Startup Excellence Awards @Wbaf 2018
World Business Angels Investment Forum an affiliated partner of the G20
- Ranked in the top 10 among 100 international startups @Startup Istanbul 2017
Startup Istanbul is one of the most respected startup awards competitions.

EDUCATION

BACHELOR OF SCIENCE (B.S.) IN TECHNOLOGY

2011

Kent State University, OH, USA

MASTER IN CYBERLAW

2014

Bilgi University, Istanbul, Turkiye

CERTIFICATIONS

- AI for Business @Wharton
- Card Payment Industry @BKM Turkiye
- Fintech 101 @BKM Turkiye
- Anti-Money Laundering @BKM Turkiye
- Open Banking @BKM Turkiye

REFERENCES

References available upon request.