

AYTEK DORKEN

DIGITAL PRODUCT, INNOVATION & AI TRANSFORMATION EXECUTIVE

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EXECUTIVE PROFILE

Product and innovation executive with 20+ years of experience building and scaling digital platforms across media, telecommunications and consumer technology. Combines end-to-end product ownership, digital transformation, AI-enabled service design, partner ecosystem development and executive-level stakeholder management. Led cross-functional teams spanning product, engineering, analytics, UI/UX, marketing, content, legal, finance and customer operations; delivered global payment and billing integrations, internally deployed AI workflow platforms, cloud migration, platform modernization, strategic partnerships and data-informed customer experiences.

LEADERSHIP & DOMAIN EXPERTISE

Product Strategy & Roadmaps • Digital Transformation • AI-Enabled Products & Generative AI Applications • Digital Payments & Billing Integrations • Partner and Vendor Evaluation • Client-Facing Solutioning • Executive Stakeholder Management • Sales Enablement • AI/ML Team Leadership • Cloud Platform Migration • AI Data, KPIs, Analytics & A/B Testing • Workflow Automation & AI-Assisted Prototyping

PROFESSIONAL EXPERIENCE IN TECHNOLOGY

GAİN | Chief Operating Officer & Chief Technology Officer (Dual Role)

Oct 2023 – Nov 2024

Istanbul, Türkiye

- Held dual executive responsibility for company operations, technology strategy and platform delivery during the relaunch of the GAİN digital streaming business.
- Aligned cross-functional execution across product, technology, content, commercial and customer-facing teams.
- Built and led the dedicated AI/ML team that delivered GAİN AI, setting product priorities, data requirements and KPI frameworks for an internally deployed platform that processed script submissions, analyzed and classified content, generated structured feedback for screenwriters and surfaced high-potential scripts for management review.
- Extended GAİN AI with automated multilingual subtitling and dubbing workflows, including detection of subtitle and dubbing synchronization and output-quality errors to support human review.
- Conceived, initiated and led the end-to-end migration of GAİN from its incumbent technology vendor to AWS; developed proposals for AI capabilities to be introduced alongside the cloud transition with AWS support.

DEMİRÖREN MEDIA / DRAMAX | Innovation & Business Development Senior Manager; Head of Dramax / Co-Founder

Oct 2020 – Sep 2023

Istanbul, Türkiye

- Owned the product roadmap and overall management of Dramax, an international VOD platform designed to distribute Turkish content to global audiences.
- Reported financial and technical performance directly to the executive board and coordinated Product, Engineering, Analytics, Marketing, Content, Legal, UI/UX, Partnerships and Customer Service.
- Owned product and data requirements, KPI definitions and vendor/technology selection for AI-enabled content, recommendation and analytics solutions; led the technical teams responsible for integrating AI dubbing and subtitling services, global payment systems, omnichannel communications, customer support and video analytics capabilities.
- Led platform re-architecture and data-led product optimization through analytics, experimentation and A/B testing.

TÜRK TELEKOM / TIVIBU | Product & New Business Development Leadership

Aug 2016 – Jun 2019

Istanbul, Türkiye

Head of Product, Tivibu OTT & IPTV

Sep 2017 – Jun 2019

Projects & New Business Development Manager

Aug 2016 – Aug 2017

- Defined product vision and prioritized roadmaps across IPTV set-top boxes and OTT applications for web, iOS, Android, tvOS and Smart TV ecosystems.
- Coordinated engineering, design, data science, finance, legal, security, operations and external technology partners across the product lifecycle.
- Contributed to the Netflix partnership and delivered mobile payment and credit-card payment integrations via Wirecard.
- Evaluated emerging technologies and business models, prepared ROI analyses and translated market opportunities into product and growth initiatives.

PROFESSIONAL EXPERIENCE IN TECHNOLOGY — CONTINUED

LG ELECTRONICS | Head of LG Smart TV Jul 2011 – Jul 2016

Istanbul, Türkiye

- Led the LG Smart TV and advertising platforms in Türkiye, developing monetization models and strategic alliances with local and global OTT partners.
- Launched the LG Content Store, Smart TV Advertising Platform and Billing System in Türkiye, along with Smart Monitor and Smart Projector product lines.
- Enabled early launches of leading OTT applications—including Digiturk Play, Lig TV, Turkcell TV, Tivibu and Filmbox Live—creating differentiated customer value.
- Supported LG Smart TV's four consecutive years of market leadership in Türkiye (GfK, 2012–2015) and contributed to the Türksat/TRT 4K HEVC transmission initiative.
- Delivered product and platform training to sales, marketing, service and contact-center teams; supported developers, certifications and commercial agreements.

ANTEK TECHNOLOGY / HISENSE TÜRKİYE | TV Product Manager Dec 2010 – Jul 2011

Istanbul, Türkiye

- Led local product launches and lifecycle management, translated market requirements into product features and supported sales strategy and enablement.

ANADOLU ELECTRONICS / SAMSUNG TV | Assistant Product Manager; Assistant Marketing Specialist Dec 2007 – Nov 2010

Istanbul, Türkiye

- Managed market analysis, product positioning, roadmap inputs, launch readiness and sales tools for a 45-product consumer-electronics portfolio.
- Gathered requirements from dealers, national accounts, end users and sales teams and translated them into product specifications for Samsung R&D.

NECCIS IT CONSULTANCY | Co-Founder / Project Manager Sep 2004 – Dec 2006

Istanbul, Türkiye

- Co-founded an IT services company delivering custom software, hardware, network and technical-support solutions to business clients.

EDUCATION

IŞIK UNIVERSITY | B.Sc., Electronics Engineering — Wireless Communications & Electronics 2006

APPLIED AI PROJECTS

SMART HOME AUTOMATION LAB | Independent Project, 2024 – Present

- Design, deploy and maintain a Home Assistant-based smart home system, using Claude and Codex to develop automations, workflows and integrations.

AI-ASSISTED DJ LIBRARY MANAGEMENT APPLICATION | Product Development, Current

- Designing and developing a DJ library management application with Codex, translating domain workflows into product requirements and working software.

ADDITIONAL INFORMATION

Languages: Turkish (native); English (professional working proficiency)

Technology focus: Generative AI tools, AI-enabled content workflows, OTT/IPTV, SaaS, streaming, digital payments, billing, IoT, Smart Home and immersive technologies