

ARDA IPEKCI

Commercial & Operations Leader · AI Product Builder

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15+ YEARS

0 → SCALE

PROFILE

Business and operations leader with 15+ years across e-commerce, on-demand logistics, travel-tech, marketplaces, and in-venue technology. Proven record of taking operations from zero to scale: 25x revenue growth in two years, a 100+ person team, full P&L; ownership, and a successful pivot to profitability. Combines executive strategy and commercial leadership with hands-on product building, automation, KPI systems, and AI-enabled experiments.

CORE EXPERTISE

Country management & full P&L; · Go-to-market & market expansion · Strategic partnerships & enterprise sales · Operational scaling & process design · Team building & leadership · KPI frameworks & analytics · Marketplace dynamics · Product strategy · AI-assisted product development

EXPERIENCE

VP, Strategy & Operations

Jan 2025 – Present

Finch Network · New York, USA (remote from Istanbul)

In-venue marketing, loyalty, and payments platform for bars and restaurants.

- Own company-wide strategy, growth, and operational execution for a platform serving 260+ venues across major U.S. cities.
- Define and execute multi-city expansion: market prioritization, rollout economics, venue density modeling, and go-to-market sequencing.
- Lead venue onboarding, hardware deployment logistics, distributed field-team performance, and scalable acquisition systems.
- Drive Urban Finch loyalty and FinchPay expansion, aligned to venue growth, engagement, and unit economics.
- Build company-wide KPI, dashboard, and reporting frameworks for growth velocity, operational efficiency, and market outcomes.

Country Manager, Turkey (Banabikurye)

Nov 2019 – Nov 2024

Borzo (formerly Dostavista) · Istanbul, Turkey

On-demand logistics platform for e-commerce companies and SMEs.

- Built the Turkish operation from the ground up to 100+ employees across multiple functions with full P&L; ownership.
- Delivered 25x revenue growth within two years through market expansion and commercial-model optimization.
- Led a strategic pivot to profitability, reaching positive unit economics within two months.
- Expanded from Istanbul to six major cities and exported operational know-how to the global organization.
- Successfully led the legal process to claim ownership of the Banabikurye brand against a major competitor.

B2B Business Development Director

Apr 2019 – Oct 2019

Dugun.com · Istanbul, Turkey

Turkey's leading wedding services marketplace.

- Led B2B business development for wedding vendors and service providers, expanding platform supply.

EXPERIENCE CONTINUED

Head of Business Development, Sales & Operations

Oct 2017 – Feb 2019

Yenibiris.com (Hürriyet) · Istanbul, Turkey

Leading Turkish online recruitment platform.

- Managed a 20+ person sales team with full P&L; ownership for the sales division.
- Oversaw operations and customer support for enterprise clients and end users.
- Negotiated partnerships creating new revenue streams and qualified leads; collaborated with product teams on growth models.

Country Manager

Oct 2013 – Oct 2017

bavul.com / Paravion · Istanbul, Turkey

Online travel agency.

- Held full P&L; responsibility; renegotiated supplier contracts to materially improve margins.
- Contracted hotel wholesalers, tour operators, and affiliate partners to grow inventory and revenue.
- Co-led iOS and Android launches and implementation of an end-to-end travel booking and ERP system.
- Implemented cost-reduction initiatives across marketing and operations.

Business Category Manager

Dec 2011 – Jun 2013

Doğan Online / Gezişitesi.com · Istanbul, Turkey

Major Turkish online travel portal.

- Managed partnerships with airlines, cruise lines, package-tour operators, and international hotel wholesalers including Expedia.
- Built alternative sales channels through banks, travel agents, and digital affiliates.
- Supervised 10+ sales representatives managing 2,000+ hotel contracts; introduced Salesforce across sales and service.

City Manager

Nov 2010 – Dec 2011

Groupon · Turkey

Global deals and local commerce platform.

- Managed a 10+ person team across Ankara, Bursa, Adana, and Samsun, contributing approximately 25% of national revenue.
- Planned publishing pipelines, supervised partner relations managers, and trained new sales representatives.

SELECTED PRODUCT & AI WORK

Doz.	iOS medication and hydration reminder with flexible schedules, persistent alerts, and family profiles.
KickoffIQ	World Cup trivia game with 300+ questions, head-to-head leagues, friend challenges, jokers, and rewards.
Finch systems	Venue operations manager and hotspot monitoring workflows for pipeline visibility, fleet health, and action.
Mobility platforms	LondraTransfer.com and LondonStudentTransfer.com: booking, driver, journey-tracking, and family-update flows.
AI experiments	Düş Kapanı personalized children's-story platform plus adaptive RSI and OLS pairs trading systems with explicit risk controls.

EDUCATION & LANGUAGES

MSc, EU Business & Law — Aarhus Business School, Denmark	2007 – 2009
BA, International Relations — Koç University, Istanbul	2003 – 2007
Languages — Turkish (native) · English (fluent, professional working language)	