



Zeynel Enes Mirza

Professional Goals

Seeking a position in areas that are close to innovation such as product development, business development, digital transformation and project management.

Get in touch!

Mobile:

+90-553-398-7008

Email:

zenesmirza@gmail.com

Medium:

@zenesmirza

Notable Projects

Idea owner/Project Manager | Super APP

An application that meets all **financial** and **non-financial** needs of young people in their daily lives. Completely **API-based** and written in a **cross platform language, flutter**.

Product Owner | Platform Banking Project:

First, we created a strategy by reading the reports and analyzing trends. Later, we develop our **APIs** and infrastructure in this manner. Especially responsible for **Open Banking, BaaS** and **API development** decision.

Idea Owner/Product Developer | Kids Banking project (Dijital Kâşif - 1010 Kâşif)

- Developed a special **account**, debit **card**, desktop **STEM** game and **banking application** for children.
- **Coding** training in 70 disadvantaged MEB schools with our employees volunteers
- Designed an **online platform** for kids.

Project Manager | Alternative Payments Method Project

The importance of cardless-alternative payment methods such as **Sofort**, **Ideal**, **Wepay**, **Alipay** and **Karna** are increasing day by day. This is a project to support such local payment methods.

Idea Owner/Product Developer | Gold Security Label Project

Finding the **latentogram** solution and doing **R&D** work to solve the **security problem** in golds.

Work Experience

CPO | General Manager of Alternatif SuperApp

Macellan | July 2021 - Present

Product and development: Determining the strategy, roadmap, target markets of the product and ensuring that the necessary steps are taken in this direction
Team: Establishing the team, shaping the organizational chart and ensuring that the team acts in accordance with the strategy in harmony with each other.
Strategy and marketing: Determining the right domestic and international markets and customer segments, ensuring that the appropriate steps are taken, determining the marketing strategy and making appropriate moves
Investment: Valuation, investor interviews and direct management of investments in the investment process

Digital Transformation and Innovation Supervisor

Kuveyt Türk Participation Bank | Jan 2020 - July 2021

- Responsible for the Fintech Entegration, Open Banking, Baas and Platform Banking.
- Responsible for the innovation and innovation organizations such as Open Innovation, closed innovation, Ideathon and Kidathon.
- Responsible researching new trends and informing senior management. If necessary, turning these researches into projects

Product Development Associate | Treasury, Foreign Trade and Insurance

Kuveyt Türk Participation Bank | June 2018 - Jan 2020

- Responsible for the existing Foreign Trade, Treasury and Insurance products. Also I am responsible to find new product or area with an innovation approach.

MT - Product Development Assistant Associate | Core Banking (Gold and Deposit Products)

Kuveyt Türk Participation Bank | June 2018 - Jan 2020

- Responsible for the existing new deposit and gold banking products. Also I was responsible to find new product or area with an innovation approach.

Founder

Bogazicili.com 2015-2016, dersnet.net, photoshop-ogren.com

Academic History

Bogazici University (2016)

Economics

Hacettepe University (Terk)

Nuclear power engineering - drop out

Harvard University (2022)

Fintech Program

Bahcesehir University (2017-)

Master of Business Administration

Activities

- Boğaziçi **Paragliding** Club Member
- Volunteer at FINA World Swimming Championship (Istanbul)
- **Mentor** in a reverse mentoring program (Kuveyt Türk) and BUMED
- **Mentee** in Management candidate mentoring program (Bogazici Management Foundation)
- **Red-Black-belt taekwondo**,
- Playing **football**, **tennis** and **skiing**
- **Writer** on **Medium**

Languages

English: Advanced
Turkish: Native

Awards

Second in KFH Innovation Award 2017 and 2018 (First in Turkey)

The competition where the best 3 ideas from 4 countries competed and the winner was awarded.