TANER PEKDEMIR

Senior Management, IT and Business Consultant

Ten years in corporate programs · three in the USA · freelancing continuously since 2021



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My focus is the interface between business and IT — where requirements are not yet requirements, processes span several markets and many stakeholders have a say. I get up to speed quickly, establish early what is actually needed, and carry initiatives through to the users' daily work.

> "I was extremely pleased with Taner's work. Taner has managed the project on time and in budget and the outcome is impressive."
> Project management · Management consultancy, USA

PROJECT EXPERIENCE

Some engagements ran in parallel.

IT Consultant — IT Governance and Compliance

Premium automotive manufacturer · Munich · 12/2024 – present

> **More than 20 compliance campaigns steered in the engineering division, reaching 95 % of the application portfolio**

- **Campaign management:** Planning, coordination and monitoring of the campaigns to raise compliance maturity, more than 4,000 compliance requirements fulfilled, KPI-based management reporting.
- **Gap analysis:** Assessment of business-critical applications to prioritize compliance risks — along Information Classification, Conformity Statement, Privacy Impact Assessment and further artifacts.
- **Stakeholder management:** Interface between IT security, application owners and business units, workshops and individual implementation support.
- **Target model and AI use cases:** Developed a target model for compliance assurance across the application lifecycle and assessed which artifacts can be pre-filled automatically by AI agents from application and code data.

Business Consultant — Connected Customer Strategy 2029+

Premium automotive manufacturer · Munich · 08/2024 – 12/2024

> **Around 70 use cases gathered, condensed into more than 20 clusters and prioritized across all levels into a shared target picture**

- **Use case strategy:** Gathered ideas from all five teams of the domain and grouped them by functional proximity into clusters, each with its own use cases.
- **Workshop facilitation:** Several gathering workshops, concluded by a joint evaluation workshop with department heads, team leads and teams — prioritization by benefit and feasibility using a scoring system.
- **Market and trend analysis:** Identification of relevant market signals and competitor activity as a basis for decisions.
- **Implementation roadmap:** Translation of the evaluated clusters into a multi-year roadmap for divisional planning.

ENGAGEMENT PROFILE

Core roles
Business Analyst · IT Consultant · IT (Sub)Project Manager · Product Owner

Also available as
Rollout Manager · PMO and program management · Scrum Master

Industries
Automotive · Manufacturing and rail · Software and IT services · Management consulting

Base
Stuttgart area

Working mode
Remote or on site, Germany and internationally

Contract
Service or works contract, or via a staffing provider

Availability
On request

TOOLS AND METHODS

Proficient
Jira · Confluence · Kanban · Microsoft 365 and SharePoint

Used in projects
SAP CRM · SAP C/4HANA · Salesforce · Polarion · Power BI · SQL · AEM · Figma · Splunk · AWS · BPMN and UML · Six Sigma (SIPOC)

Basic knowledge
Tableau · Python · SAP S/4HANA

PROJECT EXPERIENCE (CONTINUED)

Product Owner — Connected Drive Services

Premium automotive manufacturer · Munich · 11/2022 – 08/2024

> **Two digital vehicle services — Intelligent Personal Assistant and Festive App — owned and continuously extended with new features**

- **Product ownership:** Backlog, prioritization and release planning as product owner, guided by market, customer and business requirements.
- **Change request management:** Developing and aligning change requests with the business units, ongoing exchange with the markets.
- **Data-driven optimization:** KPI analysis, customer feedback and competitor benchmarking for continuous product improvement.
- **Feature introduction:** Presenting new functions to markets and stakeholders, close collaboration with the development teams.

Project Manager — Polarion Rollout

Train manufacturer · Munich · 06/2022 – 12/2022

> **Requirements from several business units migrated to Polarion and the tool embedded in day-to-day engineering**

- **Requirements migration:** Supported the business units in migrating their existing requirements into Polarion — specification of trains at system, component and assembly level.
- **Rollout planning:** Company-wide rollout plan, piloting and refinement based on user feedback.
- **Change management:** Training concept with basic and project-specific courses, plus handbook, newsletter, FAQ, Q&A sessions and a ticketing tool.
- **Stakeholder alignment:** Facilitation of cross-departmental committees and steering committee presentations at management level.

Business Analyst — Site Development Process Optimization

Automotive software company · Wolfsburg · 01/2022 – 07/2022

> **End-to-end site development process standardized and documented for ISO certification**

- **Process design:** Capture and optimization from site planning through to operations, each step with a process profile — objective, owner, resources, input and output, designed for ISO certifiability.
- **Evaluation framework:** Methodology for selecting, assessing and continuously optimizing sites, including CIP and 5S.
- **Roles and responsibilities:** RACI matrix for site selection and operations.
- **Improvement workshops:** Organizing and facilitating the workshops that produced measures for efficiency and operational quality.

Rollout Manager — Global Salesforce CRM Implementation

Premium automotive manufacturer · Ingolstadt · 08/2021 – 11/2021

> **Global Salesforce CRM rollout steered across more than ten markets**

- **Rollout roadmaps:** Creating the roadmaps and supporting the rollout within the group's SAFe program structure.
- **FIT/GAP analyses:** Identifying and communicating market-specific requirements, contributing to central and local templates for lead and campaign management.
- **Stakeholder management:** Alignment at CRM leadership and CIO level.

CERTIFICATIONS

SAFe® 5 Agilist
Scaled Agile, Inc. · 2022

Professional Scrum Product Owner I
Scrum.org · 2021

Professional Scrum Master I
Scrum.org · 2017

IREB® CPRE Foundation Level
Requirements Engineering · 2021

CORE COMPETENCIES

- Digital transformation
- IT and business analysis
- Project and program management
- Agile methods (Scrum / SAFe)
- Product and rollout management
- Change and stakeholder management
- Interface management
- Quality and test management
- IT governance and compliance
- AI use case assessment

LANGUAGES

German
English
Turkish
Spanish

PROJECT EXPERIENCE (CONTINUED)

Subproject Lead & Business Analyst — CRM Transformation

Sports car manufacturer · Atlanta (GA), USA · 10/2019 – 08/2021

> **Consistent CRM processes across North, Central and South America, campaigns run for more than three million customers and prospects**

- **CRM transformation:** Subproject lead for the transformation and migration from SAP CRM (on-premise) to SAP C/4HANA (Hybris), functional specification of sales, service and marketing processes including the connected CRM and retail systems.
- **Team coordination:** Steering agile and traditional development teams, introduction of Jira and Confluence to improve efficiency.
- **Quality and testing:** Analysis of data quality in SAP CRM, monitoring of ongoing CRM initiatives, reporting and test management.

Earlier projects in brief — details on request.

Project Manager & Business Analyst — Tableau Implementation

Luxury car manufacturer · Reston (VA), USA · 12/2020 – 04/2021

> **Marketing campaigns and CRM data brought together in a single management report**

Tableau · BI reporting · Data flows · Management reporting

Business Analyst — Corporate Website Rollout

Management consultancy · Atlanta (GA), USA · 05/2019 – 05/2020

> **International website launch delivered on time and on budget**

Website launch · Specification · Agency management · SEO · AEM

Business Analyst — Lead Management Platform

Sports car manufacturer · Atlanta (GA), USA · 04/2018 – 09/2019

> **Lead management solution rolled out to 191 US dealers**

Lead management · Dealer rollout · Lead conversion forecast · Scrum introduction

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Business Analyst & Scrum Master — Customer Portal Rollout

Sports car manufacturer · Stuttgart · 03/2016 – 03/2018

> **Global customer portal with CRM integration delivered and connected to the online shop**

Global customer portal · CIAM · Process design · SAP CRM · Scrum Master · Backlog and Kanban restructuring · Test management

CAREER

Freelance Management Consultant
TP Agility Consulting
08/2021 – present · Stuttgart area

Senior Consultant
MHP Americas Inc.
04/2018 – 08/2021 · Atlanta (GA), USA

Consultant
MHP Management- und IT-Beratung GmbH
03/2016 – 03/2018 · Ludwigsburg

EDUCATION

M.Sc. Management
University of Hohenheim
2013 – 2015 · Stuttgart

B.Sc. Economics and Business Administration
University of Hohenheim
2009 – 2012 · Stuttgart

Semester abroad, Management
San Diego State University
2012 · San Diego (CA), USA

REFERENCES

Written references from completed projects are available on request.