

SERHAD AKKOC

PRODUCT MANAGEMENT & GO-TO-MARKET LEADERSHIP

SaaS & data platforms | Applied AI | Search & marketplaces | International growth

Espoo, Finland | serhadakkoc@mail.com | linkedin.com/in/serhadakkoc

PROFILE

Product and commercial leader with 18+ years across B2B SaaS, AI/NLP discovery, consumer search, mobile ecosystems and automotive mapping. Combines customer discovery and roadmap ownership with positioning, pricing, enterprise sales and partner-led growth. Experienced in translating complex data and technology propositions into usable products and measurable commercial outcomes.

CORE STRENGTHS

Product strategy & roadmaps; customer discovery; MVP definition; RICE/MoSCoW prioritisation; SaaS packaging & monetisation; ICPs & positioning; enterprise GTM; strategic partnerships; API ecosystems; cross-functional leadership; KPI/OKR management.

RECENT EXPERIENCE

Steelbridge Oy | CEO & Product Owner

Sep 2024 - Present

- Led a greenfield EU Data Act-focused SaaS/iPaaS platform across IoT, OEM, energy and mobility use cases, connecting consent, billing and governed data access. Secured the first enterprise commercial contract worth EUR 50K in ARR.
- Owned MVP scope, roadmap and backlog across 8+ modules; used RICE and weighted scoring to prioritise delivery and align product choices with enterprise requirements.
- Co-authored the May 2026 Deloitte Germany whitepaper Navigating the EU Data Act. Steelbridge is featured in the 2026 Datatalouden kiinnostavimmat listing involving Data Spaces Alliance Finland, Sitra and TIEKE.

Spinverse Oy | Product & Growth Lead

Mar 2023 - Sep 2023

- Expanded Spinbase, an AI/NLP SaaS for EU funding, project and partner discovery. Prioritised customer-led search verticals and database coverage across 36 EU programmes, 40K+ funded projects and 63K+ organisations.
- Increased user engagement by 60%; refined positioning and feature differentiation for universities, research institutes, cities and innovation teams. Secured Amazon Poland as an enterprise customer generating EUR 20K ARR.

Huawei Suomi Oy | Product Ecosystem Manager

Jun 2021 - Sep 2022

- Expanded the HMS, Petal Search and AppGallery partner ecosystem by 190%. Built a portfolio of 1,400+ integrated partner applications, including enterprise relationships with Wolt and Uber Eats.
- Translated partner feedback into API requirements and integration workflows. Coordinated international product, engineering and commercial teams; earned regional Best-Performing Business Team recognition.

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PRODUCT MANAGEMENT & GO-TO-MARKET | CAREER CONTINUED

EARLIER EXPERIENCE

POILABS Startup Ltd. | Product Growth Manager

Mar 2021 - Jun 2021

- Validated product and GTM improvements for indoor-navigation and warehouse-logistics SaaS within three months; refined CRM and sales-funnel execution for malls, logistics hubs and warehouses.

Strategy Consulting Ltd. | Product Strategy Consultant

Sep 2018 - Jun 2020

- Advised digital product teams on MVP scope, architecture, technical roadmaps and business models; applied RICE/MoSCoW prioritisation and supported EU funding applications.

Yellow Pages Ltd. | General Manager & Product Owner

Nov 2016 - Jun 2018

- Reversed a negative P&L in a six-month turnaround through product strategy, value-based pricing and digital packages for 1,500+ customers. Led a 30-person cross-functional operation.
- Increased traffic and engagement by 45% through platform and CRM improvements and an early AI-assisted customer chatbot.

Yandex Ltd. | Product Manager & Business Development Manager

May 2011 - Feb 2016

- Launched and localised Search, Maps and Navigator in Turkey. Grew desktop search share from 3% to 6.6% and contributed to a platform audience of 8.2M monthly unique users by Jan 2016.
- Built 110 search-distribution partnerships across ISPs, OEMs, operators and football clubs; improved CTR by 375%. A co-branded navigation launch delivered 194K downloads in 24 hours and 1.5M active users in nine months.

NAVTEQ / Nokia (later HERE) | Product Country Manager

Apr 2008 - Mar 2011

- Scaled Turkey's automotive-grade navigation database by 250% in three years. Built a 45-person field-data organisation and opened four offices within two years, connecting map coverage, data quality and delivery capacity to automotive OEM needs.

Globtek Ltd. | Product Manager

Jun 2007 - Apr 2008

- Launched a NAVIA portable-navigation/mobile device in six months through OEM sourcing, supply-chain coordination and channel partnerships; sold 50,000 units.

EDUCATION & LANGUAGES

MBA, Business Administration - Yildiz Technical University (2015). B.Sc., Geographic Information Systems & C.P. - Yildiz Technical University. Studies in Innovation and Industrial Change - Åbo Akademi University (2024).

English, Finnish, Turkish; German (A2), Russian (A2), Chinese (A1).

INDEPENDENT PROJECT PORTFOLIO

AgentKiral / Agent Rent: AI-agent rental and SMB workflow demo, exploring product packaging, task visibility and human approvals. agent-rent.web.app/welcome

FDCA Capacity Exchange: independent concept prototype for GPU/bare-metal discovery and consent-based introductions; illustrative data, no FDCA endorsement implied.