

# ECЕМ GELAL

## Ex-Founder & Operator

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Expert in building scalable systems in business operations and GTM processes with **10 years** of experience.

## EXPERIENCE

### GTM Engineer

#### Modulr

**Dec 2025 - Current**

*London Area, United Kingdom*

*Modulr is a leading fintech platform powering embedded payments in the UK and Europe*

- Lead the implementation and optimization of GTM platforms (Clay, 6sense, HubSpot), enabling data-driven targeting, scalable ABM execution, and automated GTM processes.
- Develop ICP frameworks and intent-driven account qualification models to improve top-of-funnel efficiency, reduce compliance-failure rates, and increase sales velocity.
- Act as operational partner to Marketing and Revenue leaders, delivering dashboards, insights, and automation that align teams across the full bow-tie funnel.

### Head of Strategy & Commercial Operations

#### Rise In

**July 2024 - Nov 2025**

*London Area, United Kingdom*

*Rise In helps web3 companies educate and onboard new developers at scale*

- Lead the commercial operations function for a **\$3.5M** annual business unit, managing cross-functional teams in BD, client success and delivery to support partnership growth.
- Own and optimise end-to-end commercial workflows (HubSpot, pipeline management, account handover, reporting) to drive operational visibility and alignment across teams.
- Manage technical integrations and automation workflows across tools (HubSpot, n8n, Clay, Zapier, Apollo, Gong) to streamline lead management, reporting, and communication.
- Support leadership in client management, commercial strategy, profitability analysis, and performance tracking to guide GTM and resource planning decisions.

### Co-Founder & CEO

#### TalentGrid

**Jan 2020 - June 2024**

*London Area, United Kingdom*

*TalentGrid is a hiring marketplace that connects companies with top developers from emerging markets.*

- Founded and scaled a global hiring platform connecting **20K+** developers with **250+** clients from **10+** countries
- Raised **\$0.5M** investment, managed P&L, budgeting, and cost-optimization initiatives that sustained profitability during market shifts.
- Built scalable commercial and operational processes, CRM systems, client onboarding workflows, KPI frameworks, to manage a team of **21** across 3 regions
- Identified and executed process improvements across workflows, onboarding, and client delivery, increasing efficiency and program scalability.
- Coordinated cross-functional projects across tech, sales, and client success teams to deliver seamless experiences for clients and partners

### Marketing Operations Manager

#### Twentify

**Feb 2018 - Sep 2019**

*Istanbul, Turkey*

*Twentify is a B2B SaaS platform delivering consumer insights through its user community.*

- Owned CRM and lifecycle marketing across channels for both companies and community (HubSpot, Mailchimp, Intercom, Mixpanel), designing onboarding, engagement, and reactivation campaigns that increased active user retention by **18%**
- Built and optimized the Hubspot infrastructure with segmentation and automation, activated and converted prospects through email campaigns, generated incremental **\$3M** in the sales pipeline.

### Product Manager

#### Turkcell

**Jul 2015 - Feb 2018**

*Istanbul, Turkey*

*Turkcell is a leading integrated telecom and digital services provider in Turkey with operations across Europe and Asia*

- PM of Shake & Win, Turkcell's award-winning loyalty program. Designed, implemented, and managed it as the Corporate owner, reaching **2M** monthly users, achieving **3x** growth and a **30%** increase in app use among SMEs within two years.

### Product Marketing Manager

#### Turkcell

**Feb 2014 - Jul 2015**

*Istanbul, Turkey*

- Managed product lifecycle and revenue of corporate mobile internet in B2B segments within a 4-member team, exceeding revenue targets of **~\$180M, \$200M, \$240M** over 3 consecutive years.
- Executed retention and upsell campaigns for B2B clients with tailored pricing, features, and messaging involving cross-functional collaboration across the engineering, CX, marketing communications, legal and sales, resulting in a **20%** ARPU increase and **10%** churn reduction YoY.

EDUCATION

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Bachelor of Science (BS), Mechanical Engineering

Bogazici University

Sep 2008 - Jan 2014  
Istanbul, Turkey

Ranked in the top 0.01% among 1.6M people in the University Entrance Exam

SKILLS

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Business Operations, Sales Operations, GTM, Automation, CRM Systems, Cross-functional Team Leadership, HubSpot, Salesforce, Apollo, Clay, N8N, Zapier, Gong, Intercom, Jira, Project Management, SQL, Stakeholder Management, Tableau