

# Isa Taspinar M.A.

Venture Lead - Digital Transformation & Innovation | Co-founder & managing Director @Digitalnomadcy



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Abu Dhabi, Vienna and Cologne

## EXPERIENCE

### Business Analyst / Venture Lead

#### Digital Nomadcy joint Venture

08/2018 - 05/2019

Abu Dhabi and Cologne Headquarter

- Creating a landscape for interesting VC's & StartUps in the Area of Mobility Innovations, Digital Lifestyle and Digital Emerging Technologies
- Identify and assess investment opportunities for our Clients in the search areas of premium automotive, mobility and digital lifestyle
- Assist in developing business plans, competitor analyses and financial business cases for new digital ventures or initiatives
- Establish and maintain relationships with emerging organizations and innovators early on by developing networking capabilities, participating in start-up environments and collaborating with VCs, startup incubators and accelerators
- Create top management documents and deliverables to synthesize results
- Combine analytical, operational and creative skills to turn concepts into reality for a successful go-to-market or scale-up of a business (e.g. MVP building and piloting)
- Collaborate with software architects, web designers and developers to build impactful digital products and businesses
- SCRUM, Kanban, Lean Management methods, Design Thinking, business Modell Innovation, Lean Startup
- Grow the Ventures business by developing and implementing my own ideas to improve our daily work and by supporting the acquisition of new projects and clients through pursuit activities
- Support the partnering and venturing team in internal and external events and build, maintain and develop the network to the startup eco-system

<https://digitalnomadcy.com>

### Chief digital officer

#### Digital Nomad CY

04/2018 - 08/2018   Bali

- Identify new market and business opportunities for clients (incl. through human centered design techniques)
- Coach, mentor, advise and train teams in applying Agile values, principles, and frameworks
- Conduct workshops and training events that expand the depth of agile innovation
- Organize and manage inter-departmental projects, collaborative Teams
- Identify potential for optimization as well as solutions
- Support the development of product level strategy and roadmap with partners
- Support the product development process with our Engineering team and partner closely with Design to define the UX/UI for new features and capabilities
- Supporting the product backlog, documenting customer value propositions and making product prioritization and scope decisions
- Research and identification of new products and services by assessing competitive landscape and customer device behavior
- Measure the effectiveness and evaluate the success of the different product features

<http://www.digitalnomadcy.com>

## STRENGTHS

Prince2   Lean Startup

JIRA & Confluence   Agil Development

Connectivity   Smart mobility

Wordpress and Magento

Product Management & Marketing

HTML/CSS   SCRUM

Business Model Innovation

Design thinking

Kaizen and Six Sigma

## EDUCATION

### M.A media sciences

#### University of Cologne

11/2015 - 07/2017

GPA

4.00 / 4.00

- Focus on Innovation and digital Transformation

### B.A media psychology

#### University of Cologne

10/2010 - 10/2013

GPA

3.70 / 4.00

- Focus on Advertising and Human - Computer interaction

### Summer School innovation Management

#### New York University

2018 - 2018   New York

## MOST PROUD OF



The courage i had to take a sinking ship and try to make it float

## EXPERIENCE

### Junior Digital Transformation Consultant

Digital lab

📅 03/2017 - 03/2018 📍 Berlin

- Responsible for smaller projects or work streams of large projects in the area of strategy development, strategy implementation, organizational excellence and change management
- support in responding to ad-hoc top management requests
- Develop solutions for our clients together with our global team and knowledge management
- Lead Business Transformation & Change consulting engagements

### Engagement Manager

Startup Halyca by TECHCON GmbH

📅 10/2016 - 03/2017

📍 Cologne, Germany

How i impact and contribute the company:

- Increased brand image and awareness.
- Provided great customer service. Provided value – exceed expectations of the customers.
- Lead all marketing initiatives.
- Increased 5x the website traffic in Q1.
- Initiated a series of digital strategies aiming to spread the world about the company and to engage the community.
- Optimized the business models of 5 product lines, resulting in 23% higher revenue than expected.
- Collaborated with the rest of the management dept in digital media planning, data analysis, tracking, reporting, performance and implementation.

🌐 [www.halyca.com](http://www.halyca.com)

### I Volunteer

Ad-Gifts

📅 10/2015 - 08/2016 📍 London, England

My successful outcomes of this activity through my primary questions:

- How can we make our brand messaging clear, consistent and recognisable?
- How can our brand be seen by more people?
- How can we measure if we've been successful in boosting our brand awareness?
- initiated online advertising for the first time. Communicated with over 40 clients, which contributed to over 10.000€ in revenue.
- Launched a marketing campaign that increased user conversion rate by 22%.
- managed actively the company's social media profiles and increased followers by daily interaction of users and campaigns.
- Optimized 4 established procedures, increasing regional revenue by 2%
- Organized and managed the business plan.
- Implementing and realizing interactive projects.
- Planning and allocation of yearly and monthly online budgets.

### Project Assistent

Startup Nice Surprise

📅 01/2015 - 03/2015 📍 Cologne

Here are my actions and results:

- Managed actively the market analysis & report of competitors (e.g shopkick)
- Improved writing and editing skills enormously by searching and creating new insights every single day.

## MOST PROUD OF



### kept on going after 2 failed startup projects

I made it because the fire inside me was stronger than the storms outside of me. I made it, because of my appetite to learn and grow everyday.



### My key skills and performance like:

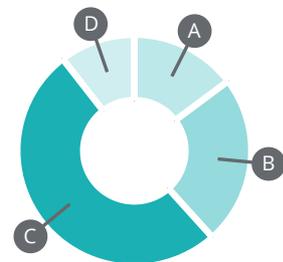
My personal impact  
My entrepreneurial drive  
My problem solving skills  
My leadership abilities



### Graduated

top of the class in the MA and BA program, scoring 4.0 / 4.0.

## A DAY OF MY LIFE



- A Building a business development Strategy
- B Showing our Team that their work has meaning
- C Love the Hustle and hard working
- D participate in meet ups organized by Startup co-working places

## LANGUAGES

German	Native	●●●●●
Turkish	Proficient	●●●●●
English	Advanced	●●●●●
Chinese (Mandarin)	Beginner	●●●●●

## EXPERIENCE

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### Internship

OMD Germany

📅 10/2014 - 01/2015 📍 Düsseldorf

How i impact the Company:

- Attended workshops, conferences and talks on a variety of topics ranging from Digital media planning, data analysis, search for insights and creative work.
- Developed infographics for the Senior Planner and his pitching day.
- Established a good relationship with everyone from the department.
- increased 3x the insights traffic

### Freelancer - Apple Solution Consultant Promotion via Firstclassservice agency

Apple

📍 Cologne

My successful outcomes:

- Reached 17-20% increase in sales by introducing new products that meet customers needs.
- Encouraged customers to experience Apple products and try to increased the traffic in the POS.
- Onboarded and trained new 3+ Apple watch employees

## PROJECTS

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### Customer Experience, Customer Journey & E-Commerce Strategy

📅 04/2016 - 02/2017 📍 Cologne

For our Master's project, we won the Wallraf Museum as a client to create a mobile app and a good online performance. We use specific terms and phrases for a good Google SERP.

Team Achievements:

- Lead and co-ordinated a team which work under pressure
- Created a strategy under tight deadlines and under budget in 4 weeks.
- Reached 25% increase in faster project growth
- Identified the issue, define the obstacles, examine our options, act on an agreed course of action, look at how it turns out, and whether any changes need to be made.

### Paid, Owned & Earned

📅 10/2015 - 01/2016 📍 Cologne

A research project at the University of cologne for the Marketing Convention 2015. The Goal of the project was to analyze the potentials of new Startups and their effectiveness.

- Identified and presented insights
- Collaborated with other faculties to optimised 4 established procedures

### Trivago

📍 Düsseldorf

I ran a usability test with the goal of uncovering pain points in Trivagos Searching and booking process.

- Achieved my goal in just 7 days
- Improved the website not only content-wise, but also front-end which attracted 17 people in my environment to sign in as a new member
- Contacted successfully the User Experience Director From Trivago to show him my findings during a interview.

## Startup Zekatim

📍 Cologne, Germany

Zekatim is a special kind of funding organization that helps people to organize their financial situation by using our individual financial plan. We make it personal by adding goals that matter to the customers. They pick a budgeting plan that helps them work on both wants and needs.

- Established a team of 3 people covering every key role in an early-stage startup project.
- Pitched at 5+ investors.
- Kept the vision, mission and values of the project by defining organization's strategy, structure and long-term planning

🌐 [www.zekatim.de](http://www.zekatim.de)