Göktürk Günay

İstanbul, Türkiye
gokturkfgunay@gmail.com
https://gokturkgunay.com

About Me

I am currently working as a Senior Digital Banking Product and Service Design Manager at Akbank, leading the investment, digital asset, and AI-driven product portfolio with a team of three. My responsibilities cover investments, deposit accounts, crypto trading and custody, AI solutions, and data-driven insight generation. Throughout my career, I got to be part of the team that developed an app which is being used by +12M monthly active users and I also had the opportunity to manage a website that had around 10M monthly clicks.

Education

Master of Business Administration (MBA)

Koç University
September 2025 – Present

Business Administration

Middle East Technical University
Honor Degree during the last semester

Work Experience

February 2022 – Cont. Akbank T.A.Ş. Senior Digital Banking Product and Service Design Manager (investments, digital assets & AI)

- Leading the vision, service design, and end-to-end delivery of investment, digital asset, and AI-driven products across Akbank's digital platforms (12M+ MAU), managing a team of three. Owning the design of investment journeys and deposit account experiences (time & demand), and driving the product strategy for Akbank's crypto trading and custody offerings. Directing the AI-powered product portfolio, including LLM-based conversational experiences and Agentic AI initiatives, from PoC evaluation through full-scale launch, while overseeing the production of millions of monthly personalized financial insights that drive engagement and conversion. Previously also led the digital product and service design for the bancassurance domain and websites such as akbank.com. Our products have been awarded by organizations such as Global Finance Magazine and the Stevie Awards.

December 2020 – February 2022 Akbank T.A.Ş, Digital Banking Web Sites Assistant Manager

- I assisted the company with the management of 2 of their main web sites on SharePoint. My team and I was working to ensure that the content in our web sites is in line with the company standards. Moreover, with the help of the third-party agencies, we did SEO experiments and analyzed the results with the related analytical findings. I also managed the processes with the third-party agencies that the company work with.

February 2019 – July 2020 Kuzey Kıbrıs Turkcell, Sales and Marketing Associate – Website Manager

- Supporting the company by helping with the existing CMS, providing content for the website and helping to design the experience. I had the opportunity to work in an agile work environment and experienced organizational changes while working there.

July 2018 – September 2018 Kuzey Kıbrıs Turkcell, Brand Marketing Intern

- Helped the company by creating contents for the national media and the website. Took part in the organization of the events done / sponsored by the brand.

Volunteer Work

2013 – 2016 Atatürk's Thought Society

- Did volunteer work for the Atatürk's Thought Society for 3 consecutive years as a general member, board member and vice president respectively.

2014 – 2015 Career & Management Club

- Helped the society to organize events.

Languages

Turkish – Native

English – Advanced (TOEFL Score of 110, 30,30,23,27 respectively)

Spanish – Beginner

Russian – Beginner

Projects, Certificates and Awards

Qorus-Infosys Finacle Banking Innovation Awards 2026 – Finalist with Live Markets (top 12).

Digital CX Awards 2026 – Three awards won with the Akbank digital design team.

Qorus-Infosys Finacle Banking Innovation Awards 2025 – Award for AI-powered Stock Insights.

Global Finance Magazine – Top Innovators In Finance 2024 – Investment and Lending Innovations - Best Portfolio Management Innovation 2024. Link.

McKinsey - Leap Academy: Product Owner Accelerator – According to McKinsey Academy, "This learning program enables participants to build capabilities needed to build, launch, and scale new products. The program builds the foundational capabilities, mindsets and artifacts that drive growth and success in the fast-paced environment of new ventures and businesses."

Global Network Week 2026 – UC Berkeley Haas (innovation, entrepreneurship and investing).

X – Culture 2020 – Worked with a team of people to create a detailed report for a company based in United States of America. I worked with people from different countries who are studying in different universities across the world and prepared a business plan for the said company. The project took 2 months.

Honor Certificate – During my last semester, I got an honor certificate from my university.

Google Analytics Certification – Google

Quantitative Methods – Harvard Business Publishing, 2025