

# Bugra Oktay (boo-rah oak-tai)

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## Summary

- **14 years of experience** in product development, user interaction design, and software engineering.
- History of leading cross-functional teams to ship products that **delight customers and drive growth**.
- Highly proficient in developing KPIs and **powering business strategy** through actionable recommendations based on user research, business intelligence data, and experimentation.
- Demonstrated ability to navigate complex challenges and deliver results that directly contribute to the success of products like Microsoft Teams and Instagram.
- Swift adaptability, deep customer empathy, and a sharp focus on getting things done.

## Experience

### Principal Product Manager

Smartsheet | Bellevue, WA | Jan 2023 - Present

- Heading the team integrating data, automations, content, and people management into a unified hub. This initiative aims to position Smartsheet as the premier Collaborative Work Management platform.
- Designed the primary navigation system for Smartsheet workspaces, resulting in a 16% boost in workspace utilization and a 23% increase in document engagement.

### Senior Product Manager

Meta (Instagram) | Bellevue, WA | Aug 2021 - Jan 2023

- Managed the content ranking engine for Instagram, responsible for curating what content appears in the feeds, stories, and reels of 1.3 billion users.
- Built ML platform capabilities for AI teams across the organization, boosting ad revenue.

### Senior Product Manager

Microsoft (Teams) | Bellevue, WA | Jan 2018 - Jul 2021

- Owned notifications, channel messaging, and onboarding for Microsoft Teams iOS and Android apps.
- Shipped 30+ medium to large scale features for more than 150 million MS Teams users, including functionalities like voice messages, quiet time, and Apple CarPlay support.
- Put in place onboarding improvements that led to a 13% increase in week-1 retention of the Teams mobile apps and a 22% rise in new user engagement.

### Software Engineer II

Microsoft (Windows & Bing) | Redmond, WA | Oct 2014 - Dec 2017

- Released the first version of the People and Calling apps on Windows 10, implementing in-app search and enhancing performance and user satisfaction for these essential Windows components.

### Software Engineer

Bally Technologies | Reno, NV | Aug 2011 - Sep 2014

- Developed 12 world-class casino games, overseeing the entire process from design to delivery.

## Ventures

**Founder** | Eat the Cake Productions | Redmond, WA | 2019 - Present

- Media production company specialized in crafting creative and entertaining videos and podcasts.

**Founder** | Bee#6 Software | Reno, NV | 2011 - 2019

- Mobile development company that released a suite of productivity apps that reached 250k+ users, made the Top 100 Productivity Apps list in the U.S., and were featured by Apple in 10+ countries.

## Education

**Master of Science (M.S.)**, Computer Science & Human Computer Interaction | University of Nevada, Reno

**Bachelor of Science (B.S.)**, Computer Science | Orta Doğu Teknik Üniversitesi, Turkey

## Areas of Expertise

Product development | Business strategy | Data analytics | Mobile & web development | Human computer interaction | Leadership | Road mapping | Agile methodologies | UX design | Machine learning | Experimentation | Usability