

# Ertugrul Cavusoglu

**Product & AI Leader | Founder-Operator | Consumer AI, PLG SaaS & IoT**

LinkedIn: [linkedin.com/in/ertugrulcavusoglu](https://www.linkedin.com/in/ertugrulcavusoglu) · Portfolio: [ertugrulcavusoglu.com](https://ertugrulcavusoglu.com) · Email: [ertugrul@ertugrulcavusoglu.com](mailto:ertugrul@ertugrulcavusoglu.com) · Phone: +905411375075

## PROFESSIONAL SUMMARY

Product & AI leader across consumer AI, PLG SaaS, and IoT. Founder-operator and former Head of Product & Technology who has led AI, backend, mobile, QA automation, and design teams; owned product vision, roadmap, analytics, and AI reliability; and shipped measurable gains in retention, activation, monetization, and time-to-value. Built and lead Mindlid's founding team and product system, now shipped as v1 (July 2026); previously led Emma Up to 7.8× six-week retention with ~€50M A/B-attributed incremental EBIT (growth-team readout), drove +43% activation at EMnify, and helped UserGuiding grow ARR +500%.

Portfolio & case studies (Emma Up, Mindlid, EMnify, UserGuiding): [ertugrulcavusoglu.com](https://ertugrulcavusoglu.com)

## SELECTED RECOGNITION

Google-featured (Mindlid, 4×) · Apple-featured 2× (Emma Up) · 2× Top-5 Product Hunt · Speaker, App Growth Summit Istanbul 2026

## EXPERIENCE

**Mindlid — Co-Founder & CEO** (Jan 2025 – Present · Wilmington, DE · Remote) · Started Early 2023 (ideation)

*Therapy-inspired, non-clinical AI emotional-wellness companion and long-horizon thought partner, featured by Google 4× across Gemini product coverage and developer showcases.*

- Featured by Google 4× across Gemini product coverage and developer showcases: Gemini Embedding, Gemini Embedding 2 (founder quote), Gemini 3.1 Flash TTS (founder quote), and a Google AI Developers showcase with a dedicated Mindlid product video.
- Achieved a 20% lift in top-1 recall by embedding conversational memory across text, audio, and visual; cited in Google's Gemini Embedding 2 launch announcement.
- Ran a trial-gated, two-month alpha that reached 46 countries with no paid acquisition: ~1h 24m average active engagement per user within a 3-day trial, ~50% returning DAU on active days, and WAU/MAU ~24–40%. Early willingness-to-pay through voluntary subscriptions with no monetization push. Rebuilt and relaunched as beta in 2026; shipped v1 in July 2026.
- Built Mindlid's founding product org across AI, product, mobile, and legal; set product vision, roadmap, design system, and success metrics; manage engineering through the CTO and a founding engineer.
- Own the AI operating layer: evals-as-QA, reliability, safety/guardrails, analytics, and OKR alignment; bilingual AI execution (English/Turkish).
- Led an agentic prompt/workflow workbench that cut prompt-iteration-to-deploy from months to under 1 hour; built early GTM through revenue-share creator affiliates (~1.6M combined reach).

**AI-Led Product (ALP) — Founder, AI & Product Advisor (Part-time)** (Mar 2026 – Present · Remote)

- Light-touch advisory for non-competing startups and VC/accelerator portfolios on AI product strategy, prompt/context/workflow design, evals-as-QA, and PLG/growth clinics; time-boxed alongside full-time Mindlid leadership.

**Emma – The Sleep Company — App** (Frankfurt · Remote)

**Head of Product & Technology (Founding Team)** (Oct 2023 – Dec 2024) · **Head of Product (Founding Team)** (Sep – Oct 2023) · **Head of Product** (Mar – Sep 2023)

*Led product and cross-functional execution for Emma Up, an AI-powered sleep & habit app within Emma, the world's largest D2C sleep brand (\$1B+ revenue in 2023, 1,000 employees); owned product strategy, roadmap, growth, AI/ML product direction, and teams across Backend, AI, QA Automation, Flutter, and Design.*

- Integrated Emma Up into Emma Sleep's checkout as a free/discounted bundle; ~€50M A/B-attributed incremental EBIT (A/B of checkout with vs. without the app; growth-team readout) in 2024. Refined ML/LLM value prop → five-digit ARR.

- Lifted retention to ~21% D30 and ~16–17% D40 among D0-engaged users (~2.5–3.5× common health/lifestyle app D30 benchmarks), with 7.8× improvement in 6-week retention for qualified users vs 2023; grew Month-3 subscription retention 20× vs prior year.
- Helped establish product-market fit for Emma Up v2; 2023 metrics included 52% activation (+30% vs prior), 37% free-trial survival (+75%), and 31% cancellation among feature engagers (~30% vs non-engagers).
- Defined the AI/ML-led product trajectory; secured €250k in month one plus €300k+ additional internal funding by building the AI Sleep Coach business case and roadmap.
- Shipped early LLM-native sleep coaching, including a GPT-4 recommendation engine, Emma Up Chatbot beta, and onboarding improvements that generated personalized recommendations on first run.
- Led end-to-end redesign, internal user research, and roadmap prioritization; partnered with Asleep (Korea) on hands-free, sound-based sleep tracking; built features analyzing 19 sleep and habit parameters for personalized challenges.
- Championed Emma Up across the organization and contributed to external visibility, including Apple featuring and coverage by Reuters, Yahoo, and Yahoo Finance.

#### **EMnify — Growth Product Manager** (Jan 2022 – Feb 2023 · Berlin · Hybrid)

*IoT B2B SaaS platform; owned PLG initiatives and led a 5+ cross-functional team. Informally coached 5 PMs (each owning a squad) and supported OKR planning to improve OKR quality.*

- Onboarding Checklists v1 + Interactive Help: activated users +43% in 3 months; new daily record for evaluation orders.
- Time-to-value –90% (1h25 → 9m) via prepaid balance and evaluation card flow redesign.
- Incentives campaign drove 54% of evaluation orders; signup → activation +20%.
- Integrated PQL initiatives with Salesforce to lift lead quality and conversion.

#### **UserGuiding — Product Manager** (2020 – Nov 2021 · San Francisco Bay Area · Remote)

- Discovered and delivered Resource Centers; 60% adoption among new Professional Plan users within 2 months (beta), a recurring sales/demo proof point.
- Led a Product Hunt launch: Top-5 Product of the Day (500+ upvotes).
- Built product analytics with BigQuery and PostgreSQL; drove 40% engagement lift on core features.
- Growth: ARR +500% with ~10% MoM; supported a \$1M seed round.

## **EDUCATION**

University of Cologne — Law (2017–2018); Grade: 9.12 (CUSL, Magna Cum Laude). Left law school to found my first startup (2019).

Stanford Continuing Studies — Product Management (2021); Grade: 4.00 (Instructor: Jin Zhang)

## **CERTIFICATIONS**

Reforge — Product Strategy · Reforge — Mastering Product Management

## **HONORS & AWARDS**

Transparency Award (Youth), 2018 — Transparency International Turkey — Project: Digital Art Workshop for Transparency (grant by Swedish Consulate-General in Istanbul)

## **SKILLS**

Product Leadership · AI Product Strategy (LLMs) · Evals-as-QA · RAG/Context Engineering · Product-Led Growth · Growth Experimentation · Engineering Management · Analytics (SQL, BigQuery, PostgreSQL)

## **LANGUAGES**

English — Native/Bilingual · Turkish — Native/Bilingual · German — Elementary