

Ertuğrul Çavuşoğlu

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PRODUCT & AI LEADERSHIP

Product and AI leader with 7+ years across consumer AI, product-led SaaS, and IoT, building products since founding my first startup in 2019. Founder-operator and former Head of Product & Technology who has owned product strategy, vision, roadmap, analytics, AI/ML product direction, commercialization, and cross-functional execution across AI, backend, mobile, QA automation, design, and legal.

Built and led Mindlid's founding product organization and AI operating layer, including evals-as-QA, reliability, safety guardrails, analytics, and OKR alignment. Previously led Emma Up to a 7.8× improvement in six-week retention and 8-figure € A/B-attributed incremental EBIT (growth-team readout), drove +43% activation at EMnify, and supported UserGuiding's +500% ARR growth.

CORE COMPETENCIES

Product Strategy & Vision · AI Product Strategy · Product Roadmap · Zero-to-One Products · Product-Led Growth · Growth Experimentation · Activation, Retention & Monetization · Commercialization · AI/ML & LLM Products · Evals-as-QA · RAG & Context Engineering · Reliability & Safety Guardrails · Product Analytics · Cross-Functional Leadership · Engineering Management · Executive Stakeholder Alignment · OKRs · User Research · GTM & Partnerships

PROFESSIONAL EXPERIENCE

Mindlid - Wilmington, DE · Remote

Co-Founder & CEO | 2025-01-Present

Therapy-inspired, non-clinical AI emotional-wellness companion and long-horizon thought partner in the #1 consumer GenAI category (HBR, 2025), 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. Reached 1,000 monthly active users in October 2026.
- Built Mindlid's founding product organization 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; led an agentic prompt/workflow workbench that cut prompt-iteration-to-deploy from months to under 1 hour.
- Built and lead the founding team; hired the first dedicated product hire; built early GTM through revenue-share creator affiliates whose combined follower count is ~2M; own investor readiness across traction, financials, and legal.

AI-Led Product - Remote

Founder, AI & Product Advisor (Part-time) | 2026-03-Present

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) | 2023-10-2024-12

Led product and cross-functional execution for Emma Up, an AI-powered sleep and habit app that reached its first 100k users (CEO-stated), within Emma, the world's largest D2C sleep brand (\$1B+ revenue in 2023, 1,000 employees).

- Led product strategy, roadmap, growth, AI/ML product direction, and teams across Backend, AI, QA Automation, Flutter, and Design. Led and rebuilt the Emma Up team, hiring new members alongside existing staff.
- Integrated Emma Up into Emma Sleep's checkout as a free/discounted bundle; 8-figure € A/B-attributed incremental EBIT in 2024 (A/B of checkout with vs. without the app; growth-team readout). Refined ML/LLM positioning, driving five-digit ARR.
- Improved qualified-user six-week retention by 7.8× versus 2023 and increased Month-3 subscription retention by 20× versus the prior year.
- Championed Emma Up internally, aligning stakeholders around product vision, launch narrative, and AI/ML-led growth initiatives; contributed to T3/Yahoo coverage and launch features via Reuters Plus and Yahoo Finance.
- Built and delivered training curriculum for direct reports covering execution, experimentation, and AI/ML fundamentals.
- Partnered with Asleep (South Korea) on hands-free, sound-based sleep tracking; shipped wearable integrations across iOS/Android health stacks and Spike API, including rings.

Head of Product (Founding Team) | 2023-09-2023-10

Granted Co-Founder title with an equity increase.

Head of Product | 2023-03-2023-09

- Lifted retention to ~21% D30 and ~16-17% D40 among D0-engaged users (~2.5-3.5× common health/lifestyle app D30 benchmarks), with a 7.8× improvement in six-week retention for qualified users versus 2023; grew Month-3 subscription retention 20× versus the 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; built features analyzing 19 sleep and habit parameters for personalized challenges.
- Championed Emma Up across the organization and contributed to Apple featuring, T3/Yahoo coverage, and launch features via Reuters Plus and Yahoo Finance.

EMnify - Berlin · Hybrid

Growth Product Manager | 2022-01-2023-02

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

- Increased user activation by 43% in 3 months through Onboarding Checklists v1 and Interactive Help; established a new daily record for evaluation orders.
- Reduced time-to-value by 90%, from 1h25m to 9m, through prepaid balance and evaluation card flow redesign.
- Incentives campaign drove 54% of evaluation orders and boosted signup-to-activation conversion by 20%.
- Integrated PQL initiatives with Salesforce to lift lead quality and conversion.

UserGuiding - San Francisco Bay Area · Remote

Product Manager | 2020-03-2021-11

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

TECHNICAL & PROFESSIONAL SKILLS

Product Leadership · AI Product Strategy · Product Strategy · Product-Led Growth · Growth Experimentation · LLMs · GPT · Gemini · Embeddings · RAG · Context Engineering · Evals-as-QA · AI Reliability · Safety Guardrails · Product Analytics · SQL · BigQuery · PostgreSQL · Flutter · Engineering Management · Cross-Functional Leadership

EDUCATION

Stanford Continuing Studies - Product Management | 2021

University of Cologne - Law | 2017-2018

Left law school to found my first startup (2019).

LAUNCH Founder University - Founder Program, Cohort 9 | 2024-2025

Accepted with my startup in the top 10% of companies considered.

CERTIFICATIONS

Reforge - Product Strategy · Reforge - Mastering Product Management

SELECTED RECOGNITION

Google-featured, Mindlidi - 4x · Apple-featured, Emma Up - 2x · 2x Top-5 Product Hunt · Speaker, App Growth Summit Istanbul 2026 · A.Team vetted builder network (<2% acceptance rate; 100+ Fortune 500 clients)

LANGUAGES

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