Alexander Koç

Digital Project Manager · Digital Business, E-commerce & Technology

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PROFILE

Project manager at the intersection of business and technology.

I lead e-commerce and digital transformation projects, and I'm building the EU online presence of my family's leather brand, Koç Leather & Fur. Fluent in five languages, and in both boardroom and developer talk.

EXPERIENCE

Digital Project Manager

Apr 2025 – present

Moonshiner · AI & Software Agency

Vienna, Austria · Hybrid

Steering multiple client accounts in parallel, from scoping to delivery.

- Project and account lead for e-commerce, platform and web clients across retail, consumer goods and industry
- Managing development teams of up to 10 members across projects of varying complexity
- Shopware operations and PIM strategy, including an Akeneo proof of concept
- GA4 tracking concepts, funnel analysis and KPI dashboards
- Commercial model design: retainers, support contingents and capacity planning
- Member of the internal AI Task Force

RESULTS

- ↗ Built a capacity and retainer model from ~4,660 hours of time-tracking data
- ↗ Designed an enterprise RAG assistant concept with a phased pilot roadmap
- ↗ Led a platform migration to Next.js with AI (Gemini) integrated into the admin
- ↗ Delivered a large-scale design relaunch on time and in scope
- ↗ Optimized IT ticketing operations and reduced delivery times

Head of Digital / CTO

Sep 2023 - present

Koç Leather & Fur · Luxury Fashion Retail

Istanbul, Türkiye · Hybrid

Reporting to the owners. Responsible for the company's full digital and technology stack.

- Leading the EU e-commerce expansion, from business plan and entity setup to fulfilment and cross-border logistics
- Architecting the commerce stack: Shopify, Nebim V3 ERP, payments, email marketing and shipment tracking
- Evaluating and integrating a PIM to connect ERP product data with the online store
- Building self-hosted infrastructure for analytics, collaboration and monitoring
- Owning GDPR compliance, consent management and privacy setup
- Defining brand and content strategy, including the "Atelier 1968" design language

RESULTS

- ↗ Built the EU expansion business plan, including DDP fulfilment from Istanbul
- ↗ Set up self-hosted infrastructure for analytics, collaboration and monitoring, cutting SaaS dependency
- ↗ Runs a corporate website in 5 languages, with migration to a modern headless stack (Payload CMS + Astro) underway
- ↗ Unified the content strategy into a five-pillar framework across product, heritage and craft
- ↗ Introduced "Atelier 1968" as a single brand language for product, store, packaging and photography

Digital Project Manager

Jul 2023 - Apr 2025

LD POOL System GmbH · SwimTech Start-up

Vienna, Austria · On-site

Reporting to the CEO.

- In charge of digital marketing and digital customer acquisition
- Responsible for the creation of the web presence of the company
- Responsible for the IT infrastructure of the company
- Organizing expo events
- Coordination of influencer marketing campaigns
- Onboarding of new leads

RESULTS

- ↗ Launched a new multilingual website within 2 months of taking ownership
- ↗ Brought IT infrastructure fully in-house, ending dependence on an outsourced provider
- ↗ Built and launched the two main lead acquisition funnels
- ↗ Led the integration of a new ERP / CRM system
- ↗ Set up structured lead and sales follow-up with the sales team

Digital Strategy Business Consultant

Aug 2022 - Jun 2023

NATEEVO Digital, S.L. · Digital Insurance

Madrid, Spain · On-site

Reporting to business unit heads & C-suite management.

- Assisting the digital business unit of a multinational insurance company
- Preparation of business cases and feasibility analysis
- High-level digital user data analysis for online policy sales processes
- Optimization and automation of business reporting processes
- Assisting in the creation of a UX design system

RESULTS

↗ Unified and automated online sales reporting across 15 branches in Latin America, Europe, and Asia

↗ Helped grow the account from three consultants to seven

Data Analyst

Apr 2021 - May 2022

Peoople & 21Buttons · Social Commerce

Madrid, Spain · On-site

Reporting to CEO / CTO / team leads.

- Analyzing financial and user data
- Reporting of user metrics internally & externally
- Creating and maintaining Extract Transform Load (ETL) pipelines
- Creating shareable dashboards and a reporting practice
- Defining and monitoring OKRs with teams
- Training team for data interpretation

RESULTS

↗ Migrated the entire analytics framework from Amplitude to Grafana

↗ Built dedicated dashboard workspaces for every team

↗ Increased dashboard usage time by 60%

↗ Made dashboards a daily tool for every team and team member

↗ Built a data culture through a weekly analytics newsletter

↗ Lifted onboarding retention to 93% through funnel analysis

Digital Transformation Manager

Mar 2017 - Sep 2020

Koç Leather & Fur · Luxury Fashion Retail

Istanbul, Türkiye

Reporting to the management board.

- Leading the digitization of the company's product inventory
- Planning and executing the migration into a new ERP system
- Building a digital product and content management process (photography, product descriptions, master data)
- Responsible for digital marketing and brand development
- Contributing to the design of new jacket collections

RESULTS

↗ Digitized and migrated 25,000 SKUs into the ERP

↗ Built the company's first structured product content library

↗ Established a consistent digital brand identity across channels

Founder

Aug 2017 - Mar 2019

ILYAS Fine Outerwear

Vienna, Austria

Research Analyst (internship)

Jun 2016 - Jan 2017

Oliver Wyman · Strategy Consulting

Munich, Germany

SKILLS

Strategy & business

- Digital Business Strategy
- E-Commerce Strategy
- Business Development
- Market & Competitive Analysis
- Financial Planning & Analysis

Product & delivery

- Product Management
- Agile Project Management
- Stakeholder & Client Management
- Requirements Engineering
- Process Optimization

Data & technology

- Data Analytics & Reporting
- AI & Workflow Automation
- System Integration (ERP / CRM / PIM)
- Web & E-Commerce Platforms
- Cloud & Infrastructure Management

LANGUAGES

German Native · Turkish Native · English C2 · Spanish B2/C1

EDUCATION

Digital Masters of Business Administration (DMBA)

2020 - 2021

ISDI Madrid

Honors · Best Backbone Project Award · Specialization: Data Analysis

BA, Business Management & Entrepreneurship

2013 - 2016

FH Vienna University of Applied Sciences WKW

GPA 2.0 (Austrian / ECTS weighted)

CERTIFICATIONS

- Responsive Web Design
- JavaScript & Data Structures
- Data Analysis with Python
- Agile Methodologies & Innovation
- Digital Business Framework
- Digital Technology Foundations