Evren Bal

Technology Executive · Digital Transformation & AI

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Currently based in Kocaeli, Türkiye. Open to remote or hybrid work and relocation.

Executive profile

Technology executive and CTO with nearly three decades across software, systems, operations, and technology leadership. An Industrial Engineer whose career spans software engineering, technical co-founding, plant management, IT, project leadership, and digital business systems. Connects business priorities with technology strategy, operating processes, and implementation, including digital acquisition and lead-to-customer processes.

Executive approach

Start with the business problem, then follow the customer acquisition funnel from source and first interaction through the sales process to outcome. Connect customer, campaign, CRM, and operating data to find friction and feedback opportunities. Choose the response that fits: process redesign, integration, automation, rules-based software, or AI where it adds value; assess it against business outcomes.

I see AI as one possible intervention for business problems. I test technology and software decisions against the realities of implementation. I assess growth not only through traffic or campaigns, but through outcomes produced together by product, experience, technology, and operations.

Core areas

Strategy and transformation

Technology strategy · AI adoption and digital transformation · Business process redesign

Translate business priorities into technology and process choices that can be implemented. Bring engineering, plant operations, IT, and executive technology experience to decisions about architecture, integration, automation, and AI adoption, working with internal teams and external technology partners.

Platforms and operations

Software and systems architecture · Data, reporting, and decision support · Automation and integrations

Connect CRM and operational systems so lead handling, customer communication, payment tracking, financial control, and management reporting can be considered together. Use integration, automation, and analytics to give teams usable information and managers a clearer view of work, performance deviations, and forecasts.

Digital growth

Digital customer acquisition · CRM, marketing, and sales technology · Customer and patient journeys · operational processes

Examine acquisition and sales as one customer journey, from organic and paid channels through websites, landing pages, first response, and follow-up to the outcome. Link marketing context with sales conversations and CRM data so customer questions and sales outcomes can guide improvements.

Professional experience

2022 – Present

CTO · Deputy General Manager, Information Technology

Vanity Cosmetic Surgery Hospital

I lead technology initiatives across digital customer acquisition, sales processes, and operational efficiency. I work with internal teams and external partners on websites, landing pages, CRM, marketing automation, analytics, and digital touchpoints, including SEO and conversion systems. AI supports lead classification, sales monitoring, performance analysis, and management reporting. AI-powered communications across web, WhatsApp, and social channels support engagement, information collection, consultation, and quotations. Connected applications cover online and offline payment tracking, financial control, and forecasting across CRM and operational systems.

2010 – 2022

Plant Manager · IT Manager · Project Manager

ARDEX Türkiye

Managed plant and production operations, then moved into IT management, business development, and project management. The work covered local technology needs, global IT integrations, web and intranet applications, and projects across technology, marketing, and operations.

Earlier career

2008 – 2010

Full Stack Developer

Freelance

Delivered independent software projects, mostly for the web.

2005 – 2008

Technical Co-founder

PlusValue Research & Consultancy

Co-founded the firm and led IT. Built a custom CMS and blog, plus an online mystery-shopping and survey platform with real-time reporting.

1998 – 2005

Freelance Developer

Freelance

Delivered commercial, personal, and non-profit web projects across different languages and technologies.

Education

Industrial Engineering

Marmara University · Faculty of Engineering · 2005

Science and Mathematics

Üsküdar Anadolu Lisesi · 1991–1998

Languages

Turkish — Mother tongue
English — B2 (CEFR)
German — understands much spoken and written communication; not actively spoken today