

The **Digital Product School** is awarding the following

# Certificate

to **Ozgur Bulut Akanay**

for successfully completing our interdisciplinary program from  
**26 Feb 2024 - 17 May 2024** as a **Product Marketing & Communications Manager**  
of team **Creative Catalysts**.

## About

Digital Product School is a program by UnternehmerTUM GmbH. Designed as a 3-month full-time program, DPS combines workshops and coaching with hands on experience in digital product development. Students and recent graduates work together in interdisciplinary teams with employees of our partner companies to develop digital solutions using user-centric, lean and agile methodologies.



Bastian Rieder, Head of Product Marketing



Kathrin Opielka, Marketing Coach

## Ozgur developed competencies in the following fields

- # Agile product development
- # Working within the Scrum framework
- # Kanban to manage tasks & teamwork
- # Ideation techniques
- # Market research
- # Competitor research
- # Company & customer analyses
- # Target group definition
- # Marketing- and buyer-persona
- # User Story Mapping
- # User research & testing
- # Sketching & prototyping
- # Design in Figma
- # Exploring technical feasibility
- # Marketing planning
- # Marketing canvas
- # Marketing strategy
- # Value proposition
- # Positioning
- # The art of storytelling
- # Video and/or audio production