



Yusuf BAYLAV

Digital Twin Consultant –Project Manager –

Solutions Architect/Evangelist

– Lead Engineer (CTO)

Izmir,Turkey•+90 507 7427828

yusufbaylav@gmail.com

linkedin.com/in/yusufbaylav

yusuf.baylav.org

Highly analytical and teach savvy IT professional with track record of success providing creative and innovative solutions towards complex concurrent projects, while delivering strategic consultancy services across **Turkey, KSA, UAE, Germany, UK** and the **Netherlands**. Dynamic and passionate expert with over 10 years' experience directing all aspects of multifaceted projects from inception to completion by catalyzing effective results within high-growth organizations. Deep understanding of process automation, **electronics, robotics, IoT/IoE, computer vision, AI/ML** and **Digital Twins**. Experience in cloud. Proven capacity to translate technical requirements into executable plans that follow cross-functional teams to streamline operational processes. Expert at identifying advanced and modern new ways of working by conducting research and development activities. An articulate communicator fluently speaks the language of both people and technology, while building strong relationships with all levels of management. **Multi-lingual** in Turkish, English, French, and German.

Education

MSc in Computer Engineering – Dokuz Eylül University Izmir, Turkey, 2023 Spring – Ongoing (GPA 3.92/4.00)

Thesis on Digital Twins.

BSc in Software Engineering - Izmir University of Economics Izmir, Turkey, 2004 - 2011

Professional Experience

Chief Technology Officer | Digital-Twin & IoT Trailblazer | AI-Driven Industrial Transformation at Tingz 2025.05 – Present

As CTO of Tingz in London I shape the company's technology vision and roadmap, fusing Digital-Twin architectures, cloud-native IoT platforms and production-grade AI/ML to turn real-world complexity into data-driven growth. Drawing on 10 + years leading cross-functional engineering teams across EMEA, I:

Architect edge-to-cloud ecosystems that stream high-fidelity shop-floor data into scalable, event-driven Digital Twins.

Embed predictive-maintenance and computer-vision AI that cut errors and waste while unlocking new revenue models.

Instil a DevSecOps & product-led culture that compresses idea-to-impact cycles from months to days.

My mission at Tingz: disrupt legacy operations with resilient, human-centric digital experiences—at global scale and sustainable speed.

Yusuf BAYLAV Consultancy (Izmir, Turkey)

2022.07 - 2025.05

Consultant (currently for below key clients)

Hugo Boss – Solutions Consultant, Trainer

Pikolab – Digital Transformation Manager (IoT & Machine Learning Solutions)

Pycom, Eindhoven (The Netherlands)

2022.01-07

Solutions Architect/Evangelist

Lead the Cloud/Firmware and Hardware Teams. Manage and track the projects. Supply the coherence in between customer and the teams. Facilitate the administration of Community Forum, Service Desk and GitHub repos. Create use cases and live coding demos, coordinate all the organizations. Create online/offline media content. Responsible for all present and future solutions architecture, technical documentation.

HUGO BOSS (Izmir, Turkey-Stuttgart, Germany)

2017 – 2022

System Coordinator

Oversee and lead daily system & R&D operations for smooth running of Information system department by examining, troubleshooting, and aligning complex system operation. Manage and extend systems support by implementing instructional technology management techniques for seamless execution of operational activities. Organize and render training sessions and online tutorials to staff with primary focus on consistent employees' performance. Facilitate 20% of daily raised tickets within IT Systems. Appoint to develop multifaceted IT reports and documents in Izmir for routine tasks. Gather garments from finished warehouse, packaging, and labelling that recorded by automation instead of manual labor. Actively partook in RPA benchmark bi-weekly IT status, and idea generation meeting for discussing company future and ongoing matters. Devise and explore innovative and creative ideas for implementing new ways working, while more than 40 ideas developed in meetings from which over 10 ideas presented to top management and executed fruitfully one idea in timely manner.

♦ **Elec-trick Project, Idea Owner/Project Manager: (Recognized as big IoT project with 141 stations):** Replaced quality control boards with touch screens/pictograms to slash new personnel onboarding time across quality control and drive quality results accuracy. Reduced 80% onboarding time, %30 quality control implementation time, decreased 12% errors, and up-to 3300 FTE as intangible benefit through deployment of 41 stations and 100 to-go.

♦ **RPA Project, Project Manager/Architect:** Automated manual processes consisting of seven SCM, two IT, four finance, three HR, three foreign trade, and 10 Production for securing company time and cost. Directly reported to the Global IT partners on bi-weekly basis to discuss project status and progress for taking strategic actions in timely manner.

♦ **Image Processing Project, Idea Owner, Project Manager, and Researcher:** Measured linear and curved areas on garment streamlining and improving quality control process, while directing over three prototypes.

♦ **Scrap Minimizing Project, Idea Owner, Project Manager, Researcher:** Lessened up-to 10% fabric scrap via utilization of Artificial Intelligence (AI) technologies by conducting different meetings in co-ordination with St. Andrews University.

Thoughtonomy (London, UK)

2016 – 2017

RPA Consultant

Key Clients: *KoçSistem, Liberty Insurance, AvivaSA, Hugo Boss, Assan, Axa, AkSigorta, Ford, Allianz, and CocaCola.*

Designed, developed, tested, and employed RPA bots that co-ordinated with different third-party applications by proposing custommade E2E RPA solutions to clients for overcoming risks and errors.

- ♦ Provided strategic guidance, direction, and roadmap to potential stakeholders' projects to meet and exceed project objectives.

Spartacus Inc. (Izmir, Turkey)

2016

Solutions Architect

Dealt with projects of AKG Group for smooth running of project activities. Redeveloped existing products in web.

Pikolab (Izmir, Turkey)

2015 – 2016

Software Consultant

Performed as Freelance Consultant and employed by company. Offered software consultancy services to stakeholders in-line with state and regulatory requirements for R&D projects, including development, testing, verification, and integration. Reviewed and comprehended detailed business requirements by interfacing with clients, software professionals, and consultants to establish solutions applications. Identified and examined technical design, quality, and processes for eliminating core risks and errors. Adapted Bioreactor to Cloud systems/protocols.

Ericsson (Izmir, Turkey-Riyadh,KSA-Dubai,UAE)

2013 – 2015

Service Engineer

Hired to direct testing, enhancement, verification, and unification, while working for companies towards R&D products. Headed all projects operations from inception to completion within agreed time, budget, and quality to catalyse effective results. Built strong relationships with all levels of management and stakeholders. Consolidated UNIX scripts, integration, and configuration.

Ericsson, BU Global Services ITSC | AVEA MS Testing Project at Ericsson IT Service Centre | Ericsson Service Delivery at STC,

Saudi Arabia (onsite) | Ericsson Network Inventory Management (Granite), Integration, Configuration, and Delivery Management (Dubai) | Ericsson Network Engineer (ENE) | Ericsson Service Delivery at AVEA, Ümraniye Teknopark Istanbul (onsite)

Siskon Software & Automation/JTI (Izmir, Turkey) 2012 – 2013

Software Engineer

Contributed to assist automation engineers in formulating software part of projects. Verified web applications, formulated functional requirements, user manuals, and specification documents as well as headed analysis before development, while acting as first point of contact among development team and customer. Deployed application through utilization C#, Windows forms, and T-SQL.Aided customers towards formerly developed applications over the phone conference. Designed and created training slideshows and showcase torelated professional.

Additional experience as Commander of Turkish Army(Mandatory Military Service)	2011-2012
Petersburg Fisheries (Alaska,USA)	2010
Software Engineering Intern (Psychotechnics,Meteksan Sistem, Ankara, Turkey)	2009