

EFE BERTAN BUTEV

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Aerospace engineer turned automation builder at an AI startup. I build the software and AI agent workflows that let a small team deliver enterprise research for clients such as the NBA, TikTok and İşbank, and I lead the panel growth behind 40,000 research participants across four markets.

EXPERIENCE

Brox.AI · AI-powered consumer research platform building digital twins for enterprise market research

Strategy & Automation Lead, Turkey & Middle East | *Head of Global Panel GTM*

Dec 2025 to Present

- Automate client delivery end to end so a small team can serve enterprise clients at scale, building internal software and AI agents
- Built the client proof-of-concept program from scratch, and led the NBA from intake and POC through to contract negotiation
- Head of client delivery for the NBA, TikTok, Fibabanka and İşbank, running their research on the Brox platform
- Won and manage 5 enterprise clients; closed \$150k in contract value end to end, with a largest deal of \$90k
- Lead global panel GTM on a \$150k budget, growing the Brox and Perdure panels to 40,000 participants across the US, UK, Germany and Turkey

Growth & Operations Associate

Jun 2025 to Dec 2025

- Landed the first client and built the panel and pipeline from scratch
- Ran sales outreach and product demos in Turkey and the US
- Managed \$30k of paid social, recruiting 30,000 panellists

Accelerate ME

Founder Programs Builder, Manchester (part-time)

Oct 2022 to Jul 2024

- Ran 5 startup events on a £20k budget and supported 20 founders through the programme

Fiba Faktoring A.Ş.

Commercial Credits Intern, Istanbul

Jul to Aug 2023

- Assessed around 50 corporate balance sheets, feeding directly into credit approval decisions

SELECTED BUILDS (in daily use at Brox.AI)

- **Expert Review Agent:** AI agent that reviews around 15 client reports a week against the brief, cutting review time from 15–20 minutes to 2, then drafts the client PDF and email and learns from editor corrections (scheduled pipeline, Node.js)
- **Niche audience recruitment:** AI agents build and launch Meta campaigns via MCP to recruit hard-to-reach research audiences: 5,000+ niche participants, including 20 Turkish commercial banking customers in 10 days and 450 US anime fans in a month, plus 12,000 Turkish general-audience panellists in 2 months
- **Research automation skills:** AI agent skills that take a client brief through study design, analysis and charts to a finished client report; 100+ reports delivered, with turnaround cut from 1–3 hours to 30–45 minutes
- **Deliverable Tracker:** web app that tracks deliverables and requests for 3 enterprise clients and recommends the next in-depth review or survey to fill their data gaps (Next.js, Claude API)

EDUCATION

University College London (UCL), Applied Machine Learning Systems (MSc module, graded)

Completing Jan 2027

University of Manchester, BEng Aerospace Engineering

2021 to 2024

Dissertation (First Class): digital twins in commercial aviation to reduce unplanned maintenance and downtime

Aerospace Engineering student representative (2021 to 2023) · Formula Student (2022 to 2023)

SKILLS & LANGUAGES

Technical: AI agents and workflow automation · Claude Code and Claude API · Python · Node.js · Next.js · Google Apps Script · MCP and API integrations · MATLAB · SolidWorks

Commercial: go-to-market strategy · enterprise sales and demos · client delivery · panel growth · paid social (Meta, TikTok)

Languages: Turkish (native) · English (fluent)