

# Gokhan Engin

Senior CX AI Solutions Architect & Technical Advisor

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## Professional Summary

Top-performing senior CX AI Solutions Architect & Technical Advisor with a 3-year track record ranking in Zendesk’s Top 5 globally and Top 3 in EMEA for closed ARR value. Trusted advisor for 2 of the global Top 10 ARR accounts at Zendesk, specializing in Agentic AI, Omnichannel service and enterprise integrations. Leverages deep foundational expertise from Oracle leading C-level digital transformations, human-centered CX strategies, and emerging tech adoption across EMEA and GCC markets.

## Technical Core Competencies

| Category                 | Skills & Technologies                                                                                                                                                                                   |
|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Artificial Intelligence  | Agentic AI, Zendesk AI (Agent Copilot, Admin Copilot, Knowledge Copilot, Custom & AI Agents), Generative AI Workflows & IDEs (ChatGPT, Claude, Cursor, Gemini), daily work with Codex, Loveable, Gemini |
| CX & Support Platforms   | Omnichannel Service Automation, Routing & Automations, Analytics, Knowledge Management, Zendesk (Support Administrator Expert), Oracle CX, Siebel                                                       |
| Integrations & Dev       | Zendesk Action Flows, MCP (Model Context Protocol) Servers, REST APIs, Webhooks, HTML, CSS, JavaScript, Zapier                                                                                          |
| Enterprise Ecosystems    | Salesforce, Asana, Jira, Sales & Marketing Automation, CDP, Ecommerce, Loyalty, Oracle Intelligent Advisor                                                                                              |
| Methodologies & Strategy | Human-Centered Design Thinking, End-to-End Customer Journeys, Digital Banking Innovations, C-Level Advisory, ROI Analysis, POC/Pilot Delivery (FDE)                                                     |

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## Professional Experience

### Senior CX AI Solutions Architect & Technical Advisor | Zendesk

*FinTech, Retail, SaaS/Tech & Online Gaming Verticals | EMEA (2021 – Present)*

Dedicated technical advisor for 2 of Zendesk's global Top 10 ARR accounts, leading full-lifecycle technical strategy spanning new logo acquisition, enterprise expansions, hands-on POCs/Pilots (FDE), and strategic post-sales alignment alongside CSMs and TAMs.

- **Consistent Top Revenue Producer:** Ranked in the Top 5 globally and Top 3 in EMEA for closed ARR value across 3 consecutive fiscal years.
- **Global Top 10 Account Governance:** Drive multi-year technical vision, platform adoption, and account growth for 2 of Zendesk's largest ARR clients worldwide.
- **Full-Lifecycle Technical & FDE Lead:** Partner across the sales cycle to secure technical wins, acting as Forward-Deployed Engineer (FDE) to build high-stakes POCs, pilots, and custom integration architectures.
- **Agentic AI & Omnichannel Architecture:** Architect autonomous Agentic AI solutions leveraging **Zendesk AI (Agent Copilot, Admin Copilot, Knowledge Copilot, Custom & AI Agents)**, Omnichannel service models, Routing/Automations, Messaging, Voice, and Action Flows integrated with Salesforce, Asana, Jira, MCP Servers, and custom REST APIs/webhooks.
- **AI-First Sales & Developer Execution:** Maximize deal velocity and compress RFP turnarounds by utilizing internal generative AI tools and developer environments (**ChatGPT, Claude, Cursor, Gemini, Zapier**) for rapid prototyping, demo environment builds, and discovery data synthesis.

### Senior CX Subject-Matter Expert & Solutions Architect | Oracle

*Western Europe & GCC Region | FinServ, Comms, Retail & Public Sector (2015 – 2021)*

Senior individual contributor and trusted C-level advisor bridging business strategy and technical execution for enterprise digital customer experience (CX) transformations. Led transformational, strategic deal cycles by positioning the end-to-end Oracle CX Platform and Cloud ecosystem across diverse global markets.

- **Executive Advisory & Deal Execution:** Directed enterprise CX transformation initiatives through direct C-level engagement, driving strategic technical wins via custom demonstrations, architecture workshops, ROI analyses, and robust business cases.

- **Design Thinking & Customer Journey Mapping:** Led end-to-end customer journey design leveraging Human-Centered Design Thinking methodologies to orchestrate seamless digital transformation strategies.
  - **Enterprise CX Architecture & Emerging Tech:** Architected comprehensive solutions spanning Sales/Marketing Automation, CDP, Ecommerce, Loyalty, Omni-Channel Service, Field Service, and **Oracle Intelligent Advisor**, while pioneering the adoption of AI, IoT, and Digital Assistants.
  - **Cross-Regional Enterprise Scale:** Scaled technical sales across Western Europe and the GCC (UAE, KSA, Qatar, Bahrain, Kuwait), delivering tailored architectures for highly regulated industries including Banking, Insurance, Communications, Airlines, and Public Sector.
  - **Partner Ecosystem Enablement:** Partnered closely with strategic implementation and sales partners to drive joint GTM motions, generate net-new business pipelines, and execute technical enablement and marketing events.
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## Earlier Professional Experience

**HSBC** — *Head of Client Service, Global Payments & Cash Management*  
*Istanbul, Turkey | August 2014 – July 2015*

- Established and managed a centralized client service team of 15 client service managers, optimizing query management, call distribution, and reporting.
- Led customer experience initiatives and payment process reengineering across Global Payments & Cash Management.

**Oracle** — *Principal Solutions Consultant, CRM*  
*Istanbul, Turkey | July 2010 – June 2014*

- Supported large-scale CX transformation projects for flagship accounts, including Turkish Airlines, Istanbul Municipality, Vodafone, and Turk Telekom.

**Citi** — *Channel Development & Innovation Manager*  
*Istanbul, Turkey | September 2007 – July 2010*

- Delivered mobile sales automation, SMS pre-approval campaigns, and digital marketing projects to drive credit card and loan sales.

**Demir-Halk Bank** — *CRM Manager & Head of Digital Banking*  
*Rotterdam, The Netherlands | August 2000 – July 2006*

- Led enterprise **Siebel CRM** implementation and developed multi-country internet banking services and digital banking innovations across European markets.

**Arthur Andersen** — *Business Consultant, CRM*  
*Istanbul, Turkey | August 1998 – May 2000*

- Provided strategic management consulting in marketing, customer relationship management, and process optimization for financial services and retail clients.
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## Education & Executive Credentials

### **INSEAD**

*Master of Business Administration (Full-time MBA)*  
France / Singapore / USA | Sep 2006 – Jul 2007

### **Massachusetts Institute of Technology (MIT)**

*Mastering Design Thinking (Online Executive Program)*  
Mar 2018 – Jun 2018

### **Bogazici University**

*Bachelor's in Business Administration*  
Türkiye | Sep 1994 – Jul 1998

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## Recognitions & Awards

- **Zendesk EMEA Customer First Award** | January 2026
  - **EMEA CX Solution Consulting Top Talent** | November 2017
  - **Q4FY16 ECEMEA Applications CX Solution Consulting Award** | June 2016
  - **Oracle ECEMEA CX Sales Consultant of the Quarter** | June 2013
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## Side Projects & Creative Pursuits

- **Sci-Fi Podcast Creator & Host:** Conceptualize, record, and edit a sci-fi themed audio series, managing end-to-end audio engineering, narrative scripting, and global distribution on [Spotify](#).
- **AI Music Production & Lyricist:** Write original lyrics and leverage generative AI tools to compose, produce, and publish custom audio tracks on [Spotify](#).
- **Independent Rock Music Artist:** Plays bass guitar, writes original lyrics, and sings rock music available on streaming platforms via [Spotify](#).
- **Member of a Rock Band:** Plays bass guitar, writes original lyrics, sings, and co-produces original rock releases available on streaming platforms via [Spotify](#).
- **Rule-based Expert Systems for Supporting University Students** | May 29, 2014  
[Link](#)