



# Dr. Ekrem Erol

PHD · COMPUTER ENGINEERING

Quality Architect · AI & Test Automation

ISTQB® Certified · AI-Driven Quality Engineering · İstanbul, Türkiye



## CONTACT

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## PROFILE

Computer Engineer, **PhD**, bridging academic rigor and high-paced software delivery. As a **Quality Architect** with **ISTQB® certification**, I design end-to-end quality strategies beyond traditional testing. My focus is **AI-Driven Quality Engineering**: architecting automation ecosystems that strengthen reliability through intelligent feedback loops, turning QA into a **strategic driver of engineering excellence**.

## CORE EXPERTISE

### Strategic Leadership

Quality Strategy Team Leadership  
Global Ad Unit QA Stakeholder Eng.  
Risk-Based Testing

### Cross-Functional Partnering

Creative Teams Account Management  
Dev / Product AdOps

### Test Architecture & Tooling

Selenium Appium Playwright Python  
Java SQL Jira CI/CD

### Quality Governance

QA KPIs & Metrics Process Optimization  
Agile / SDLC Health Checks Shift-Left

### AI & Innovation

AI-Enhanced QA LLM Applications  
Hyperautomation

### Platforms & Domains

Android / iOS Mobile Advertising  
Ad Tech Game QA E-Learning

## LANGUAGES & DETAILS

Turkish Native  
English Professional  
Spanish Intermediate  
Nationality Turkish  
Driving Lic. Class A & B  
Military Service Completed

## WORK EXPERIENCE

### Digital Turbine · İstanbul

May 2021 – Jul 2026

#### Quality Strategy Lead

Apr 2026 – Jul 2026

- Transformed quality from a gatekeeping function into a strategic organizational mindset, bridging high-level engineering strategy with hands-on execution across the full SDLC.
- Led the QA Community of Practice (Guild); mentored teams on Shift-Left, Risk-Based and Exploratory Testing.
- Established KPIs and "Health Checks" to drive quality excellence across product squads; acted as troubleshooter of last resort for complex cross-team defects.

#### Team Lead, QA Engineering

Oct 2023 – Apr 2026

- Led and scaled a high-performing QA team supporting global mobile advertising operations, ensuring near defect-free delivery.
- Led QA for ad unit processes globally, partnering closely with Creative and Account Management teams to align quality with campaign goals.
- Architected automated testing pipelines that significantly reduced time-to-market for complex ad products.

#### Software QA Engineer

May 2021 – Sep 2023

- Executed comprehensive test cases and rigorous troubleshooting for high-quality mobile advertisement products across Android & iOS.

### Research Assistant · İstanbul Arel University

Jan 2018 – May 2021

- Computer Engineering (English) Department · Distance Learning Coordinator.
- IEEE EBBT Committee Member · Arel University Rover Team (ART) Advisor.

### Lead QA Engineer · Gigafun Games

Jul 2015 – Dec 2017

- Led full QA cycles for 25+ mobile (Android & iOS) games, end-to-end (formerly Infosfer).

## EDUCATION

### PhD in Computer Engineering

Istanbul University-Cerrahpaşa · Completed 2026

Thesis: AI-Based Self-Testing System Design

### MSc in Computer Engineering

Istanbul University · Completed 2019

Thesis: A Comparison of Software Test Automation Tools

### BSc in Computer Engineering

Istanbul University · Completed 2016

Thesis: Smart Home Automation Systems

## INDUSTRY BOARD ROLES

- AI Executive Board Member** — MMA Türkiye (Mobile Marketing Association)
- Data-Driven Marketing (DDM) Working Group Member** — MMA Türkiye

CERTIFICATIONS

ISTQB® Foundation Level (CTFL)  
Turkish Testing Board · Feb 2023 · 0223-CTFL-4061

Diploma in Applied Generative AI  
Alison · Sep 2025 · 7213-12384730

Master Generative AI  
Alison · Sep 2025 · 6565-12384730

Generative AI & LLMs for Beginners  
Alison · Sep 2025 · 6683-12384730

Diploma in Software Testing  
Alison · May 2023 · 1582-12384730

Selenium WebDriver (Java · Adv. + Frameworks)  
Udemy · Jul 2019 · UC-W56BC7UU

Automated Software Testing with Python  
Udemy · Jul 2019 · UC-X70UMLN6

Appium Mobile Automation from Scratch  
Udemy · Jul 2019 · UC-435EFFUA

Also: Selenium (Python · Novice to Ninja), Unit Test Yazma Sanatı — Udemy · Jul 2019.

BOOKS PUBLISHED

Canvas & Brush — English  
ISBN 13979-8722375940 · 165 pp.

Tuval & Fırça — Turkish  
ISBN 9786257811484 · 192 pp.

EARLY CAREER

Software Test Engineer (Intern)  
Anadolu Bilişim Hizmetleri · 2014

Hardware Test Engineer (Intern)  
CASPER Computer Systems · 2013

Game Tester & Writer  
LEVEL Online Video-Game Magazine · 2012

INTERESTS

Creative Writing

Photography

Violin

Gaming

Reading

Poetry

Tennis

PUBLICATIONS & SPEAKING

- AI-based feedback-driven framework for quality assurance of synthetic data generated for use in mobile advertising software testing  
JOURNAL · SCIE Q2 · Software Quality Journal, Springer · May 2026  
Peer-reviewed framework using generative models to validate synthetic test data for ad-QA pipelines.
- Enhancing Software Testing Through Artificial Intelligence: A Comprehensive Review  
BOOK CHAPTER · SCOPUS · Advancing Software Engineering Through AI, Federated Learning & LLMs, IGI Global · 2024  
Survey of AI, federated learning, and LLM applications across the software testing lifecycle.
- A Comparative Study for Evaluating Automated Software Testing Tools  
JOURNAL · TR DIZIN · Journal of Information Technologies (JIT), DergiPark · Jul 2022  
Empirical comparison of leading test-automation tools across performance and maintainability criteria.
- Test Automation Summit Istanbul 2025 — Hyperautomation  
CONFERENCE SPEAKER · TestingMind, Istanbul · 2025  
Invited talk on converging AI, RPA, and orchestration in modern QA ecosystems.

AWARDS & RECOGNITION

30+ industry awards for excellence in mobile advertising QA & campaign delivery (2022–2024) across MMA Smarties (Turkey · MENA · MEA · EMEA), IAB TR Mixx, and Campaign of the Month / Week.

● Gold — MMA Smarties MENA · Almarai (2023) · IAB TR Mixx Türkiye · Olips (2022)

● Silver — MMA Smarties MENA · Sony PlayStation (2024) · MMA Smarties Turkey · KazandıRio, Durex (2022)

● Bronze — MMA Smarties MEA · Spotify (2024) · Turkey & EMEA · Uni Baby, Nescafé, Opet-Yandex, Durex (2022)

Campaign of the Month / Week — quality-driven campaign delivery with standout engagement:

Coca-Cola — 100% completed views on 1M+ videos (2023)

KOÇTAŞ & Ingage — 212% playable CTR · 1.9M+ engagements (2023)

Ford Trucks International — 89% engagement rate (2023)

Penti & Spotify — 143% audio uplift · +5.5M impressions (2023)

Colgate-Palmolive KSA — 15.4% DEC engagement rate (2022)

Hyundai France · Nestlé SA · Sanofi — 90–100% completion rates (2022)

Arçelik Unit Test Event — 3rd Place (2018)

Violin Training Program — Republic of Turkey, Ministry of National Education (2009)