

NISA DOĞAN

Go-To-Market Strategy | Business Development | Product Growth | Stakeholder Engagement
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PROFESSIONAL SUMMARY

Analytical and globally minded professional with experience spanning health tech, aerospace, and academia across the US, Türkiye, and the UAE. Skilled in data analysis, market research, and product strategy, with proven ability to deliver actionable insights that drive efficiency and growth through entrepreneurial experience. Adept at cross-cultural collaboration and stakeholder engagement, supported by fluency in English, Turkish and Arabic.

SKILLS & LANGUAGE

- **Languages:** English, Turkish & Arabic (*Native*), German (*AI level*)
- **Product & Strategy:** Go-to-market strategy, product development, market analysis, LLM workflows
- **Data & Research:** Python, SQL, C++, R, STATA, Tableau, Power BI, Excel, Qualtrics, Predictive Modeling.

RELEVANT EXPERTISE

MaviCloud LLC

San Francisco, USA

Founder

November 2025 – Present

- Founded MaviCloud LLC and MaviNest, an internal talent marketplace that connects employees with qualified interns for short-term work.
- Designed and built the MVP from concept to launch and showcased to potential customers.
- Conducted customer discovery and attempted to raise accelerator funding in Silicon Valley.

BizSnap

Abu Dhabi, UAE

Co-Founder

August 2024 – July 2025

- Co-founded BizSnap, an iOS application that helps small food vendors manage multi-platform listings and customer feedback from a single dashboard.
- Supervised from concept to launch, translating vendor needs into product features through customer interviews.
- Pitched the product to vendors and stakeholders, iterating on real-world feedback to drive early traction.

New York University

Abu Dhabi, UAE

Research Assistant

May 2024 – July 2025

- Built quantitative models in STATA and reproducible pipelines, improving research data accuracy by 18%.
- Optimized participant recruitment via Qualtrics/Prolific, cutting turnaround time by 40%
- Synthesized 50+ academic papers to strengthen project design and produce visualizations that support submission.

Roger Healthcare

USA and Türkiye

Market Research Intern

July – August 2024

- Conducted 150+ consumer surveys and 12 stakeholder interviews on Turkey's \$2.3B home healthcare market, identifying 3 growth opportunities

Business and Data Analyst Intern

September – December 2023

- Delivered executive dashboards and weekly reports, recognized by leadership for actionable insights

Turkish Aerospace Industries

Ankara, Türkiye

Data Analysis and Data Science Intern

July – August 2023

- Analyzed large-scale aerospace datasets in Python with engineering team, producing findings that guided research decisions and improved testing accuracy by 15%.
- Developed predictive demand models, reducing forecasting error by 21%, and optimizing resource allocation.

EDUCATION

New York University (NYU)

Abu Dhabi, UAE

BA in Business Organizations and Society with concentration in Entrepreneurship, Leadership
Minor in Social Research and Public Policy

2021 – 2025

