

Harun Tuncelli

Director of Product · Healthcare, AI & Hospitality

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PROFESSIONAL SUMMARY

Director of Product currently building Lycia AI — an autonomous AI agent platform deployed in hotels, airports, malls, restaurants, and offices. Reshaped the company's hospitality AI product around revenue generation, created multiple new revenue pipelines, and authored the expansion thesis for the next vertical move. Hybrid background spanning AI hospitality (Lycia), AI-integrated clinical-trial scheduling (Science 37 — \$1.7–3.2M/yr modeled scheduler-side capacity reclaim), decentralized clinical trials (Vault Health), and healthcare EHR (CliniComp, Remedy). SAFe Agile Expert. Multilingual.

PROFESSIONAL EXPERIENCE

Director of Product, Lycia AI Solutions

April 2024 – Present

San Diego, CA · Remote

- Reshaped the company's hospitality AI product strategy — spearheaded revenue-generation projects for hotels and created multiple new non-hotel revenue pipelines (partner verticals — restaurants, music venues, activities) that compound across each customer.
- Conducted customer-development interviews with hotel general managers; uncovered undervalued, high-potential opportunities that became core product directions and lifted sales conversion.
- Authored the multi-sided commerce-network thesis: hotels as demand side, restaurants / music venues / activities as supply side, with cross-side commission flows.
- Defined pricing strategy across two SKUs (\$10/room/month flat and \$0 + commission), tailored by hotel segment; informed by competitive analysis vs Mews, Cloudbeds, Hijiffy, Quicktext, Asksuite, Canary, PolyAI.
- Optimized GTM materials — product demos, sales pitches, presentations — tailored by hotel segment (boutique vs chain, ADR tier, region) to lift sales conversion.
- Authored 40-page hospitality AI market analysis (AHLA, STR/CoStar, Cornell, Oracle, Phocuswright, Skift) and 18-page expansion thesis (\$288M SAM, \$14M Year-3 ARR target) with TAM/SAM/SOM, GTM sequencing, and risk register.
- Drove AI-first positioning from the data model up — staff inbox, multi-staff auto-assign with on-duty filtering and load balancing, sentiment-aware escalation. Cross-functional leadership across engineering, design, GTM, and partnerships in a SAFe-aligned cadence.

Senior Product Designer, Science 37 (Acquired by eMed, March 2024)

February 2023 – March 2024

San Diego, CA · Remote · Decentralized Clinical Trials

- Designed an AI-integrated scheduling system that automatically optimized schedules for hundreds of nurses, doctors, and other providers across 4 active clinical trials. The system assigned multi-role staff to off-site patient appointments, calculated travel times, and routed required kits and supplies in advance.
- **Created a Visit Operations Platform to reclaim \$1.7M in scheduler-side savings.**
- Translated Science 37's stated operational disclosures (kit logistics, continuity-of-care matching, FTE / per-diem distinction, multi-state licensure) into hard product rules.

Product Designer, Vault Health (Acquired by Science 37, February 2023)

June 2022 – February 2023

San Diego, CA · Decentralized Clinical Trials

- Designed patient onboarding, study coordinator tooling, and clinical data capture for Vault Health's decentralized clinical trials platform.

UI/UX Designer, CliniComp

February 2021 – June 2022

San Diego, CA · Healthcare EHR

- Led the design team's transition to Figma; rebuilt component library and review cadence to improve cross-functional iteration speed.
- Partnered with clinical subject-matter experts and product managers on EHR workflows; co-built a phased design system rollout that preserved customer continuity.

UI/UX Designer, Remedly

June 2019 – July 2020

San Francisco Bay Area · Healthcare EHR

- Owned end-to-end design for CRM, EHR, patient encounter, and calendar manager products across web (.NET) and mobile (iOS, Android); implemented new design system / UI library partnering with product management, engineering, and external vendors.

Graphic Designer, SPIETH America

February 2017 – August 2018

Greater Lansing, MI · Olympic Sports Products

- Worked with Olympic athletes to promote signature lines via social media and multi-channel campaigns; annual product catalogs (2017, 2018), event materials, brand collateral.

EDUCATION

Saginaw Valley State University, Michigan · Bachelor of Arts in Graphic Design · December 2016

Dean's List 2013–2016

CERTIFICATIONS

SAFe Agile Expert · Scaled Agile, Inc. · 2021

SKILLS

Leadership: product strategy, vision setting, OKR/KPI alignment, hiring and team building, cross-functional team leadership, executive communication, P&L thinking, board-level reporting, mentoring.

Strategy: market sizing (TAM/SAM/SOM), competitive analysis, pricing strategy, go-to-market planning, two-sided and multi-sided marketplace dynamics, network effects, customer development.

Domains: AI / agentic AI / LLM applications, hospitality technology, decentralized clinical trials (DCT), healthcare EHR, SaaS, B2B, B2C, multi-vertical platforms.

Methodologies: Agile, SAFe, Scrum, Lean Startup, design thinking, jobs-to-be-done, hypothesis-driven development.

Tools: Figma, Notion, Linear, GitHub, Jira, Confluence, Google Analytics, basic SQL.

LANGUAGES

English (native or bilingual) · Turkish (native or bilingual) · German (limited working proficiency)