Tim Ombasa: Product Development Manager

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Product Management Highlights

Increased revenue by $1M from a new mobile app that let SMBs buy directly from enterprises by:

- Creating and aligning on product vision with cross-product and external stakeholders
- Translating user journeys and Ops processes to domain models and user stories
- Ensuring technical solutions meet business and user needs; and managing project risks
- Leading delivery of the new innovation to market; & iterating till business objectives were met

Product Experience

Head of Product | **Kyosk** | Remote | Apr 2021 – Mar 2022

Led and motivated a team of 4 PMs & 2 Designers to build a marketplace connecting informal retailers to FMCG companies for a $3m-MRR scaleup:

- Increased customer retention to 51% from 22% by executing a strategy driven by mobile loans
- Doubled mobile app usage in 3 months by enabling customers to sell digital services (B2B2C)
- Launched products that supported expansion to 3 new countries by partnering with UX, Eng. & Ops to align on must-have features

Product Manager (Independent) | **b2b SaaS startups** | Remote | Jan 2018 - June 2022

Built and monetized a B2B mobile app for a Series-B startup to help SMBs adapt to COVID:

- Sped up time-to-market by 25% by facilitating the Scrum ceremonies most suited to the team
- Achieved a trial to paid conversion rate of 40% by using one-time passwords (instead of Google login) in the user onboarding flow

1st PM at a Fintech startup that builds software for financial co-operatives ($1 billion market):

- Led continuous discovery and delivery resulting in $4,000 MRR just two months after beta
- Created data-driven goals from user research based on the pain points of 20 businesses
- Implemented requirements based on the users' main jobs-to-be-done; leading to 5 of 20 target companies paying for the MVP

Engineering Manager | **Twiga** | Remote 3x/week | Mar 2016 – Oct 2017

0 to 1 PM work in a 200-person startup automating logistics for 17k farmers and 6k SMBs

- Drove the roadmap, implementation & launch of 6 products that led to a 78% retention rate
- Decreased solution delivery times by 30% using data-driven prioritization methods e.g. RICE

- Collaborated cross functionally enroute to 2x revenue and 3x product usage in 1 year

Engineering Experience

ThoughtWorks | San Francisco, various U.S. cities and India

ThoughtWorks is a global custom-software consultancy best known for evangelizing Agile

Lead Quality Analyst

- Promoted to lead a 3-person Q.A. team to test and release software used daily by over 16,000 flight attendants and 5,000 pilots at Southwest Airlines
- Launched an upgraded Web app on schedule, with a defect rate less than 10%

Software Developer

- Built a new purchase order system for The Gap Inc., in under 5 months
- Scaled a Web application to help users process over 400k purchase orders daily
- Collaborated with Design, Support and Sales in Agile environments to implement custom software for medium and large businesses

Education

Bachelor of Science, Computer Science | **University of Minnesota** | Minneapolis

Interests

Architecture (Prism Tower), NBA (Go Warriors!), Burritos (Tosilog - Señor Sisig)