**VINCENT OKEKE (CPM®, CSM®)**

**Phone:** +44 73 4095 5799

**Address:** 288 Newland Avenue, HULL, HU5 2NB, United Kingdom (Open to relocation)

**E-mail:** [okekevincent@gmail.com](mailto:okekevincent@gmail.com) | **Website**: [www.vincentokeke.com](https://www.vincentokeke.com) | **LinkedIn**: [technocratvince](https://www.linkedin.com/in/technocratvince/)

**Profile Summary**

With over five years of experience in product management, I bring robust technical product management skills, encompassing a dynamic blend of digital product management, product development, and product ownership. My unique background in marketing and business further distinguishes me as a Product Manager, as I seamlessly integrate a people-centric approach to ensuring high customer satisfaction. I have demonstrated a proven record of successful product deliveries, drawn upon my extensive technical product management expertise and research skills. As a Certified ScrumMaster (CSM®) by Scrum Alliance and a Certified Product Manager (CSM®) by the prestigious AIPMM, I possess a profound understanding of agile methodologies such as Scrum and Kanban. I am adept at propelling business growth and ensuring customer satisfaction.

**Education**

* 2022 – 2023 **University of Hull**

MSc Business Management (Merit)

* 2014 – 2016: **Lagos State University**

Master in Human Resources and Industrial Relations (3.51 CGPA)

* 2005 – 2009: **Anambra State University**

B.A in Mass Communications (Second Class Honours)

* 2004 – 2005: **Sithri Computer College**

Diploma in Computer Studies

**Skills**

* **Product Management:** Scrum and Kanban frameworks, Agile methodology, Product Development Lifecycle, Product Strategy, Market Research, Stakeholder Management, Leadership, etc.
* **Product Tools:** Jira, Trello Monday.com, Roadmunk.
* **User & Market Research:** Hotjar, UserTesting, SurveyMonkey, Google Analytics, market research.
* **Design tools:** Visio, Canva, Figma, InVision.
* **Business Analysis:** PowerBI, Microsoft Excel (with good knowledge of Microsoft Office tools)
* **CRM:** ZohoCRM, SugarCRM, SalesForce.
* **Database Administration:** MySQL, MariaDB (using WorkBench and PhpMyAdmin).
* **Cloud Computing:** (AWS - EC2 Management, S3, etc., Digital Ocean).
* **CMS:** WordPress, Joomla.
* **Adaptability:** Good ability to adapt swiftly and acquire new skills.
* **Team Working:** A team player with good leadership skills.
* **Language & Communication:** English (Advanced), good communication & negotiation skills.

**Certifications**

* Certified Product Manager (CPM®) (**AIPMM**, 2023)
* Certified ScrumMaster (CSM®) (**Scrum Alliance**, 2023)
* Business Analyst Diploma – Level 6 (**UK Public College**, 2022)

**Work Experience**

**Working At Speed Limited**

Working at Speed Limited is an innovative learning and development company and operator of my5starcourses.com. A platform delivering National Vocational Qualification (NVQ) courses that are accredited under the UK's Regulated Qualifications Framework (RQF) and registered with UKRLP.

**Product Manager**-------------------------------------------------------------------------------------------------Nov. 2022 – Date

**Job Details and Achievements:**

* Oversee backlog maintenance, and consistently ensure well-crafted and prioritised stories for development using diverse prioritisation techniques.
* Conducted thorough market research to fine-tune product performance and improve user engagement, adopting a user-centric Agile approach.
* Managed the development of two new products from ideation to development and then launch. It included defining detailed product requirements, user stories, and setting acceptance criteria, and conducting user testing, utilising an iterative agile development process.
* I successfully led the development and launch of two Moodle-based plugins, leading to a significant enhancement in student satisfaction and a remarkable improvement in tutors' efficiency for accessing and grading assignments. This initiative also opened two new revenue streams by enabling students on the my5starcourses.com platform to be able to subscribe for their course access extension and subscribe for priority marking subscription.
* Currently working on an AI-based product which will further enhance tutors’ productivity, and improve the grading system as well as the overall learning and development outcomes.

**DoviLearn**

DoviLearn (https://dovilearn.com) is an online learning platform delivering high-quality microlearning courses for professional development, fully owned by Dovichi Worldwide Technology Company Limited.

**Product Lead | Co-founder** ----------------------------------------------------------------------------- Dec. 2018 – Sep. 2022

**Job Details and Achievements:**

* Designed and implemented a user-centric approach to develop and refine the existing products within the Learning Management System (LMS), resulting in a highly engaging and effective learning experience.
* Continually Conducting sprint planning and refinement, employing advanced prioritisation techniques like stack ranking, the Impact-Effort matrix, and the Moscow method to meticulously curate and maintain a well-structured backlog.
* Navigated multiple product development lifecycles seamlessly from ideation, requirements gathering, iterative design and development, rigorous testing, and successful product launch, ensuring a holistic and efficient progression from concept to market.
* Develop and implement strategies for the phased withdrawal of products from the market, and substituting with new features, ensuring minimal disruption to existing customers.
* Designed comprehensive systems and methods for monitoring product metrics and assessment criteria, ensuring a robust framework for evaluating and enhancing product performance.
* I successfully established a comprehensive product team from the ground up, introducing innovative testing methods, enhancing backlog prioritisation techniques, implementing robust design processes, and establishing effective quality assurance systems. This transformation resulted in a more agile and efficient team.

**E-lab Academy**

eLab Academy (https://elabacademy.org/) is an online learning platform providing medical laboratory courses and training.

**Product Manager**------------------------------------------------------------------------------------------Nov. 2021 – Sep. 2022

**Job Details and Achievements:**

* Collaborate with cross-functional teams, including product management, engineering, and customer support, to plan and facilitate efficient delivery of high-quality product increments.
* Develop detailed and well-defined user stories based on thorough analysis of customer needs, ensuring they align with overall product and business objectives.
* Contributed significantly to the development of the E-LAB pro-panel. This is an innovative feature that introduces a Business-to-Business-to-Consumer (B2B2C) model to the business, allowing third parties (health colleges) to have their corporate accounts within the LMS, enabling them to purchase bundle course slots from the main e-learning platform and allocate these slots to their customers. This led to an increase in revenue of about 30% within 6 months of launching this feature.
* Championed a customer-centric UX/UI design process for the front end of the web platform (elabacademy.org). Collaborated closely with students, tutors, and the product owner to extract valuable insights, translating them into clear design requirements.
* Conduct market research to identify trends, assess competition, and make informed decisions at each stage of the product life cycle.

**Unicaf Limited**

Unicaf (https://unicaf.org/) is a global leader providing online platform for higher education programmes to the underserved markets globally, with more than 60, 000 students.

Marketing and Business Manager ----------------------------------------------------------------------Jan. 2016 – Feb. 2018

**Job Details and Achievements:**

* Conducted extensive market research and generated insightful reports for strategic decision-making, including data analysis to inform decision-making for improved product offerings and growth.
* Developed and implemented several digital campaigns, and managed field demo days, including visiting and engaging students to gather insightful feedback.
* Successfully introduced the Unicaf Corporate Scholarship Scheme (Unicaf CSS) and implemented data-driven strategies, resulting in a remarkable 20% increase in student enrollment and a substantial 15% surge in scholarship applications and was issued a letter of recommendation capturing this achievement (I was issued a Letter of Recommendation by Unicaf detailing some of these achievements).