

# ADEWALE FAHD ADEKUNLE

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## PROFESSIONAL SUMMARY

Data-driven Product Manager with 5+ years of cross-functional experience, leveraging a strong background in FinTech, MarketTech, FoodTech, PropTech, and Digital Services to drive product success. Expertise in end-to-end Product Strategy, Agile Development (Scrum), and Go-to-Market (GTM) execution. Proven track record of defining product visions, successfully launching key features, and driving measurable business value through effective team leadership. Core competencies include Product Road mapping, Product Lifecycling, User Story Mapping, Data Analysis, and UX/UI Collaboration.

## PRODUCT MANAGEMENT EXPERIENCE

### Product Manager, BTech360

*February 2024 – Present*

- Crafted and maintained a 12-month product roadmap for a complex multi-product ecosystem, successfully aligning 7 cross-functional teams (Engineering, Design, Data).
- Defined implementation plans and milestone roadmaps for complex multi-product ecosystems.
- Led the product discovery phase, defining the Minimum Viable Product (MVP) for a new digital platform, which achieved a 15% product adoption rate within the first quarter upon successful launch.
- Wrote high-quality Product Requirement Documents (PRDs), Technical Requirement Documents (TRDs), and user stories to guide development teams, resulting in a 20% reduction in development cycle time due to increased requirements clarity.
- Facilitated daily scrums, sprint planning, and retrospectives, ensuring features were delivered 100% on time across all sprints using Jira and Agile methodologies.
- Conducted in-depth user and market research to identify opportunities, refine product strategies across web and mobile platforms, and led to 5 major key feature optimizations.
- Oversaw UI/UX design processes, ensuring brand alignment and user-centered product experiences.
- Collaborated with frontend, backend, UI/UX, data, and tech teams to manage Agile development and delivery timelines.
- Coordinated manual and automated testing processes, ensuring smooth QA handoff and feature validation.
- Managed client communications, prepared proposals, and delivered milestone-based plans and presentations.

### Product Manager, Spleet NG,

*December 2022 - January 2024*

- Executed the Go-to-Market (GTM) strategy for the new "Flexi-Rent" feature, which generated \$8,000 in new MRR (Monthly Recurring Revenue) and increased Monthly Active Users (MAU) by 40% within six months.
- Managed and prioritized a product backlog of over 200 items, utilizing a prioritization framework (e.g., RICE scoring) to align feature development with the highest business value.
- Conducted in-depth market and competitor analysis, informing a product pivot that improved customer satisfaction (CSAT) by 25% and successfully reduced user churn.
- Defined the product vision, scope, and user needs, translating high-level business goals into actionable epics, features, and detailed user stories for two dedicated Scrum teams.
- Collaborated closely with UI/UX designers and engineers to streamline development and ensure the technical feasibility of product concepts.
- Collaborated with engineering teams on product specifications and design requirements.
- Prepared marketing campaign budgets with finance personnel.
- Cultivated business partnerships to build lasting relationships with internal and external parties.
- Negotiated with vendors to obtain most cost-effective pricing for product distribution.
- Managed product demonstrations, testimonials, and benchmarks for performance evaluation.
- Defined and implemented cost reduction strategies throughout the product development lifecycle to maximize profitability.

## **RELATED PROFESSIONAL EXPERIENCE**

### **Vendor/Account Manager, JUMIA**

*March 2015 - November 2015*

- Managed relationships for 300+ key vendors, successfully driving improvements in their Net Merchandise Value (NMV) and SKU count, directly contributing to the e-commerce platform's overall revenue growth.
- Managed vendor relationships to ensure compliance with company policies.
- Coordinated order processing and delivery schedules with vendors.
- Analyzed vendor performance data to identify areas for improvement.
- Developed training materials for vendors on operational procedures.
- Facilitated communication between internal teams and external vendors.
- Monitored inventory levels to optimize supply chain efficiency.
- Implemented process improvements to enhance vendor account management efficiency.
- Identified new potential suppliers or partners based on market trends and customer feedback.
- Analyzed vendor invoices for accuracy and discrepancies.

### **Customer Service Representative, OUTCESS NIGERIA**

*June 2013 - October 2014*

- Served as a primary customer touchpoint, analyzing user pain points and channeling critical service issues and feedback to relevant operational departments to inform process improvements.
- Assisted customers with inquiries and resolved issues efficiently.

- Maintained accurate records of customer interactions and transactions.
- Provided product information and support to help customers make informed decisions.
- Handled escalated customer complaints with professionalism and empathy.
- Trained new staff on customer service protocols and best practices.
- Utilized CRM software to track customer interactions and improve service quality.

## SKILLS & TOOLS

Category	Skills & Tools
Industry Expertise	FinTech, MarketTech, FoodTech, PropTech, EdTech, E-Commerce, Digital Services.
Product Strategy	Product Vision & Road mapping, Go-to-Market (GTM), Market Analysis, Competitive Analysis, Pricing Strategy, Business Case Development, Product Life cycling.
Methodologies & Tools	Agile (Scrum/Kanban), User Story Mapping, Jira (Atlassian), Trello, Rally, End-to-End Feature Delivery, Product Development, Manual QA Testing, Figma.
Data & Analytics	Product Analytics (Google Analytics/Amplitude), Business Intelligence (BI), Data-Driven Decision Making, A/B Testing, SQL (Basic/Intermediate).
UX & Collaboration	User Flows, Wireframing, User Research/Interviews, Technical Documentation (PRDs/TRDs), Cross-Functional Leadership, Stakeholder Management, Feature Optimization.

## EDUCATION & CERTIFICATIONS

- **B.Sc. Biochemistry** | Lead City University, Ibadan (**Oct 2007 - Dec 2011**)
- **CERTIFICATIONS:** Product-Led Certified, AI Product Management, Certified Scrum Product Owner (CSPO)

*References available upon request.*