

# Christian Egwuogu

2+ years of experience in various roles - Product, Management Consulting, & Business Development, across industries - Telecoms, EdTech, & Media. Empathetic, proactive & curious; bringing relational intelligence, domain expertise, design thinking & insights, facilitating user-centric interactions. Protagonist ENFJ-A personality type adept at communication, negotiation, design thinking, relationship & project management.

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## WORK EXPERIENCE

### Product Consultant (Independent Contract) Dataraction Inc.

03/2020 - Present

EdTech Startup

Toronto, Canada

#### Achievements/Tasks

- **User Research:** Improving customer experience by **listening to & probing to understand pain points** & product feature requests; communicating with teams to build, prioritize, and fix bugs.

### Product & Business Development Associate SHIFT Nigeria

04/2019 - 07/2019

Non-Profit Organization

Abuja, Nigeria

#### Achievements/Tasks

- **Leadership:** Built a fundraising, volunteer & election campaign management SaaS product in 3 months from its forecast 6 months, leading a 4-member cross-functional team.
- **Lead Generation:** Created a pipeline of 160+ potential customers identified using defined metrics and demographics.
- **Domain Expertise :** Defined product value proposition, market positioning, & marketing strategy for SHIFT Digital products from market research, customer insights & analysis.
- **Product Planning, Road Mapping:** Cut product delivery time from 6 to 3 months by establishing OKRs & product roadmaps using MS Project & Asana, & defined KPIs measuring product performance.

### Business Development Manager Abytech Ventures

01/2019 - 03/2019

Furniture Manufacturing Company

Ogun, Nigeria

#### Achievements/Tasks

- **Marketing Management:** Improved brand awareness and sales by 6% by direct marketing, crafting & validating brand messaging through A/B testing.
- **Business Development:** Introduced a new, in-demand product line informed by research; outlined potential market opportunities & prepared blueprints for business growth.

## AREAS OF PROFICIENCY

Relationship Intelligence

Issue Management

Onboarding

SaaS, B2B, B2C

Domain Expertise

Adoption, Engagement

Research, Analytics

Consulting, Advisory

Account Management

Design Thinking

User Psychology

Project Mgt.

## SKILLS AND ATTRIBUTES

Excellent Communication

Planning, Coordination

Prioritization

Team Orientation

Organization

Negotiation

Entrepreneurial

Discernment

Follow Through

Flexibility

Adaptability

## TOOLS

### Customer Relationship Management

Salesforce, Totango, Zoho CRM, HubSpot, MailChimp

### Project Management & Analytics

Jira, Confluence, Trello, MS Project, Notion, Excel, Python (Currently Learning), Tableau (Currently Learning), Mixpanel, Google Analytics

### Other Tools

Slack, MS Teams, Google Meets, Webex Technology, MS Office, Adobe Creative Suite, Figma, Sketch, Balsamiq, Canva, LinkedIn Sales Navigator, AngelList, ProductHunt, Qualtrics

## CERTIFICATES

Enterprise Design Thinking Practitioner (2020)

IBM

Agile Software Development (2020)

LinkedIn Learning

Strategic Management (2019)

Copenhagen Business School

## WORK EXPERIENCE

### Business Analyst (Promotion from Analyst role)

ACIOE Associates

03/2017 - 12/2018

Management Consulting Firm

*Achievements/Tasks*

- **Account Management:** Led and managed the Information & Telecoms Technology portfolio featuring a Fortune 500 company.
- **Communication, Client-Facing:** Built and maintained **positive working relationships** with internal & external stakeholders, govt. officials, sharing industry insights, & policy recommendations.
- **Teamwork:** Published an 'SME Handbook' & 'Doing Business In Nigeria Guide' in collaboration with colleagues. These featured in the Nigeria Investment Promotion Commission's newsletter.
- **Ideation, Innovation:** Pitched & led the development of an e-commerce platform connecting smallholder farmers to the market to curb post-harvest loss in Nigeria by 70%.
- **Industry Insights:** Increased ACIOE's credibility by writing, publishing weekly SEO insights about the Nigerian Telecoms & Tech industry on its WordPress website.
- **Problem Solving:** Saved \$25m+ in taxes on a \$1bn infrastructure investment in Nigeria for a client by securing a 5-year tax holiday.

Abuja, Nigeria

## EDUCATION

### Master's Degree - Business Management

Schulich School of Business, York University

08/2019 - 08/2020

Toronto, Canada

*Courses*

- **Consulting Project:** Led a team of 6; **identified client's business challenges** using root-cause analysis. Acquired customer insights by **interviewing 80 customers** in 2 weeks via calls, & analyzed survey responses on Qualtrics.
- **Winner, 1-Day Design Sprint:** Developed a user flow via design thinking to **decrease checkout abandonment rates** & bounce rates from 78% & 40%, respectively to **improve conversion** from 0.37% for a Canadian manufacturer.
- **Consulting Project:** Recommended strategic plans to **increase revenue, improve customer retention** & transition to a one-stop marketing hub, informed by insights from market research.
- **Dean's Cup Case Competition:** Proposed bamboo packaging for a skincare brand to reduce its use of plastics for products.

### Bachelor's Degree

Babcock University

09/2010 - 06/2015

Ogun, Nigeria

## PERSONAL PROJECTS

Barejournals (11/2020 - Present)

- Building a community of support using storytelling to share people's life stories, challenges & experiences.

Olog.me (08/2020 - Present)

- Leading Product management in building an audio-based social platform (think audio-twitter).

## VOLUNTEER EXPERIENCE

### Media Manager (2020)

Celebration Church International, Canada

Religious Organization

*Tasks/Achievements*

- Graphic design, Photography (taking & editing), videography (recording & live streaming) & social media content creation across platforms - Instagram, Facebook; Contact management - Mailchimp.

### Social Media Manager (2020)

Brother's Keeper, Nigeria

Mental Health Advocacy Group

*Tasks/Achievements*

- Identified & hosted mental health subject matter experts in tweet chats.

### Advocate Member (2016)

Sickle Cell Aid Foundation, Law School, Abuja

Non-government Organization

*Tasks/Achievements*

- Assisted in fund raising for charity homes, blood donation campaigns, & sickle cell education.

## WORK PHILOSOPHY

- Smart work & immersion
- Support & collaboration
- Student mentality & curiosity

## LANGUAGES

English, Igbo, Yoruba



French



## HOBBIES AND INTERESTS

Reading - Industry Insights, Tech news, Personal Dev.

Networking

Research

Photography

Story-telling

Mental Health

Games - CoD, FIFA, Monopoly

Writing (Blogging - [medium.com/@echristian](https://medium.com/@echristian))