Shubuka Mainsah

Product @ Pandion| Wharton MBA| Stanford BS| ex-Amazon, Jumia|
Ops Transformation| Go-to-Market| Growth| Customer Experience
Raleigh-Durham-Chapel Hill Area

Summary

I am a problem solver and efficiency junkie ready to get my hands
in the details while maintaining clarity and focus on the big picture.
I am always looking for ways to innovate in multiple spaces; thus,
my ability to context switch has served me well in solving problems
from strategic ideation, due diligence, planning, through execution.
Whether it is launching a new business line, designing and deploying
a process, improving reliability of a product or service, figuring out
the viability of an initiative or validating how & where to play in a
market I'm that person.

I have worked in fast-paced environments, drove $xB product
roadmaps and growth opportunities, launched and scaled a
department—managing teams of varied sizes (2 - 100), led
several cross-functional & cross-regional initiatives, and influenced
investments in areas with multi-million-dollar cost savings. Some
of my best growth moments happened when I made bold moves
and embraced stretch experiences so I always keep expanding my
horizons.

Over time I have developed interest in eCommerce, platform models,
mobility & logistics, connected networks, fintech, IoT innovation, and
business software, tools, and services.

AREAS OF EXPERTISE:
Product Management | Product Operations | People Management
| Data Analytics | Forecasting | UX Research | Growth | Customer
Experience | Customer Relationship Management | Business
Performance Management | Operations | Logistics | Process
Improvement | Risk and Compliance | Trust and Safety | E-
commerce | Digital Experiences and Marketplaces | Content
Marketing

LANGUAGES:
English (native), French (professional working).

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Experience

Pandion
Senior Product Manager
March 2024 - Present (10 months)
Raleigh-Durham-Chapel Hill Area

Product lead focused on Customer Experience and Network Design / Planning.

Scope: The shipper portal, package tracking standards and incident management, carrier onboarding, network change optimization and execution.

Amazon
Senior Product Manager, WW Returns & ReCommerce
2020 - 2023 (3 years)
Raleigh-Durham-Chapel Hill Area

Product lead of two Amazon value recovery programs: FBA Grade and Resell and FBA Value Recovery: resale and reuse of returned and damaged products via Amazon Resale, Liquidations, Donations. Presented FBA Grade and Resell at the 2022 Amazon Seller Accelerate Conference and successfully piloted new damaged inventory ownership control program: FBA Damaged Opt Out.

Scope: P&L and business performance management in addition to features and initiatives enabling seller activations, improving operational infrastructure (evaluation, capacity, and risk), monetization, and seller experience (communications, pricing, listing, inventory ownership).

Previously owned the Voice of the Seller program for FBA Recovery Services.

Amazon
Senior Product Manager MBA Intern, Ship with Amazon
June 2019 - August 2019 (3 months)
Greater Seattle Area

Project: Sales productivity optimization of SWA's (Ship with Amazon) salesforce— sales enablement infrastructure strategy to improve sales performance.

Joined full-time after completing MBA program.

Jumia Nigeria
3 years 6 months

Head, Vendor Operations & Experience
November 2016 - July 2018 (1 year 9 months)
Lagos, Nigeria

Led team of 70 overseeing product, program, and contact center operations and management for all vendor-facing and impacting initiatives. Also served as interim COO during supervisor's (COO) extended leave.

Scope: Voice of the vendor, new product and program launch, ecommerce marketplace trust and safety, process design and issue resolution across forward and reverse logistics (order fulfillment, quality control, returns, policy), reconciliations and payments, support learning and development, user experience research, and mass communications.

Head, Vendor Operations
November 2015 - July 2018 (2 years 9 months)
Lagos, Nigeria

Senior Analyst (Manager) - Customer Experience
February 2015 - October 2015 (9 months)
Lagos, Nigeria

Supervised 2 analysts and developed solutions related to forecasting, capacity planning, scheduling, and performance management of customer contact center operations and order lifecycle traceability.

Saama
Associate Consultant - Business Intelligence and Analytics
2013 - 2014 (1 year)
San Francisco Bay Area

Consultant within the Information Technology practice on data management and analytics

Accomplishments
● Received bi-annual company dream team award along with 9 team members for exceptional teamwork & business impact.
● Developed a company-wide training program (on and offshore) for a business intelligence technology (GoodData) spanning ETL, data modeling,

reporting, and data visualizations and trained 30+ consultants with varying backgrounds.

Project: Server Automation Competitive Intelligence
● Conducted market research and tested 44 product use cases (RBAC, ad-hoc configuration and compliance management) for product functionality, usability, vendor support, market engagement, SWOT and presented key findings.
Project: Data Center Security Analytics
● Served as the lead data analyst on the project. Developed security risk models for 4 data centers, clustered attack source countries, and provided recommendations on key attack source countries for monitoring based on analysis.
Project: Student Performance Analytics
● Created metrics and reports providing insights on subject testing trends and the combinatorial effects of variables(demographics, preparation length and depth, history etc.) on student test performance and subject aptitude.

oDesk
Trust & Safety Operations Associate - Risk Management
2013 - 2013 (less than a year)
San Francisco Bay Area

[Merged with Elance in 2013 and rebranded to Upwork in 2015]

Responsibilities
●   Responsible for ensuring that oDesk is a trusted space for transactions and for minimizing business risk and losses. Analyzing data, online, and offline elements (IPs, user payment methods, user profile actions/activity, web presence etc.) and creating models to link users and detect fraudulent and risky transactions.

Accomplishments
● Investigated, identified, and suspended 300+ fraudulent accounts and trust & safety policy violators across different risk categories: credit risk clients, low quality freelancers, spammers, hacked accounts, & fraud ring operators.
● Designed rules based on risk and fraud trends. Developed automated fraud detection SQL based models with a hit rate of 90% which improved the efficiency of account reviews.

Promontory Financial Group, LLC
Analyst - Risk Review

2012 - 2012 (less than a year)
Greater Denver Area

[Acquired by IBM in 2016 and is now IBM Promontory]

Responsibilities
- Responsible for investigating the legitimacy of foreclosures made by mortgage servicing banks under review by the OCC. Analyzing borrower files (contracts, payments, complaints, loan modifications, bankruptcy protections etc.) to detect fraudulent foreclosures.

Accomplishments
- Investigated and identified 400+ accounts with violations and fraudulent indicators and documented supporting analysis.

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Education

The Wharton School
Master of Business Administration - MBA, Majors: Business Analytics, Entrepreneurship & Innovation · (2018 - 2020)

Stanford University
B.Sc., Major: Management Science & Engineering ; Minor: Economics

Ecole Nationale Supérieure Polytechnique de Yaoundé

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