



**Ojo Anthony Ayodele, PMP®, A-CSPO®, SAFe®5
POPM & SASM, CBAP®, SPOC®, SMC®, ITIL®,
SSYB™, CEPTM**

Professional Experience Summary

Anthony Ojo is a Product/Program Manager, Project Manager, Scrum Master/Agile Coach, and Senior Analyst Consultant with over 13 years of experience in the Information technology (IT) industry and has extensive experience in the software, systems, product, and process development for clients in the consumer-packaged goods, Telecommunications, Renewable energy, Banking, Government, and consulting industries (Entry, Mid-level, and Senior Management) both locally and internationally. He has a B.Sc. in Botany, an MBA (enterprise resource management), A public Leadership Credential Certificate from the prestigious Harvard Kennedy School of Leadership and Government, and is currently a Doctorate student at the California Intercontinental university, majoring in Information Technology and Enterprise Resource Management. He is proficient in the development of software/systems lifecycle (SDLC) methodologies and has implemented technology and business process improvement solutions to meet clients' needs, from identifying opportunities to evaluating solutions to drive business efficiency and growth. His key strength areas are time management, on-time, in-full delivery on all timelines and KPIs, extra attention to details in planning, execution, and reporting, analytical problem-solver, can multi-task seamlessly, efficiently meeting tight deadlines, and working well under pressure. Also, an excellent listener with Excellent communication skills as a native Speaker, Coach, and Writer. Anthony Ojo has participated in many projects where he was directly responsible for creating several artifacts and deliverables stated further in the resume. While he has extensive waterfall experience over an IT career starting in 2009, he is a very versed agile and scrum practitioner and coach, having practiced agile product development since 2014 at CRM and enterprise levels. He has experience supporting several CRM Custom-made, Government regulated, and ERP software tools. Anthony is also a trained SAFe Advanced Scrum master in scrum and scaled agile practices, an Advanced Certified product owner, scaled agile Product Owner/Product Manager as well as a PMP certified project Manager. He has his background training in Business analysis and has been a member of the International Institute of Business Analysis (IIBA) for over six years, earning the prestigious Certified Business Analysis Professional (CBAP®) in the process. Anthony is an efficient problem solver and possesses strong interpersonal and communication skills. He has excellent product and project management and multi-tasking abilities within cross-functional and multicultural environments.

Security Clearance: Enhanced Reliability Clearance (Expires: 2032/12/01*). Issued for Public Service and Procurement Canada (Government of Canada)

Language: English

Professional Experience Summary

- Government of Canada Enhanced reliability Status (2022-2032)
- 13+ years' experience in product ownership and project management, business analysis, business process improvement, innovation & optimization, Lean Portfolio management, customer success management, business process development, Team leadership & management at Top CPG, telecommunications, banking, renewable energy, and IT consulting companies.
- Solution-driven, astute, and customer-focused change driver/enabler with detailed experience in diverse IT projects (custom-built, COTS, enhancements, digital transformation, change management and process optimization) with a focus on delivering optimal value and solving business problems using Agile and Waterfall methodologies (SDLC). Regularly demonstrate ability to effectively acts as a liaison among stakeholders in converting requirements into business solutions. Special knowledge of delivering commercially viable projects for business sustainability and lean operational efficiency.
- Highly skilled in requirements elicitation and collaboration, requirements and stakeholder analysis, design definition, business process and roadmap modeling, facilitating workshops/presentations and documenting of business, stakeholder, solution and transition requirements.
- Creativity and organization for business efficiency, strong interpersonal skills, excellent leadership abilities, analytical in decision making, strong decision-making and management skills, ability to develop lasting professional and value-generating relationships with clients, strong speaking skills.
- Strong requirement gathering and elicitation skills set, business case development, supporting Testing, Definition of As-is/To-be business models, user experience/user interface design; Balsamiq mockups, swimlane and process flow Unified Modeling Language (UMLs), SharePoint 365.
- Highly proficient in Microsoft Office tools and top CRM and ERP systems
- Extensive experience using Microsoft Visio, Jira, Azure DevOps, Miro, Slack and Confluence, Ideaboardz for retro and planitpoker for sprint planning/estimation. A Lifelong learner.
- Index of deliverables: Business Case Document, Business Requirement Document, Project Charter, Process Flow Diagrams, Use Case Document, Functional Design Document, Functional Requirement Document, RACI Matrix, QA/UAT defect Management process, Requirement Traceability Matrix, test artifacts (scenario, case, plan and summary), defect tracking document, Wireframes & Mockups, Product Backlog, Sprint Backlog, Product Increment, Wireframes, Mock-ups, Graphical user interfaces (GUI), facilitating JAD sessions, requirement life cycle management, Business Process Modelling. Overall excellent knowledge of business processes and best practices, RFQ, RFI and RFP.

Project Experience

Technical Product Manager

Product Owner (Contractor)

TELUS Corporation (Vancouver, British Columbia)

May'2022 - date

Apr'2021 - Oct'2021

At TELUS Digital, our mission is driving cultural change through automated tech.

Project 1: Business Support Request (case routing) MyTelus to Salesforce

Project 2: Credit Assessment Request Automation on Salesforce

Project 3: End to End (E2E) order visibility on Salesforce through configure, price and quote functionality (CPQ)

- Effectively act as the business liaison between diverse stakeholder groups (IT, product team and training department). Champion the Salesforce to Service now integration for effective service delivery
- Lead the Biz support routing rules change on Salesforce using objective and key results model (OKRs)
- Lead the Credit assessment request process change in Salesforce to provide automated credit assessment for all sales opportunities between the CARE and the Credit Team
- Manage project and product collaboration on Asana. Take full ownership of the definition of DoR & DoD.

Key Notable Projects:

- 1. Integration of Salesforce Cases into ServiceNow tickets.**
 - 2. Business Support Request (case routing) MyTELUS to Salesforce**
 - 3. Credit Assessment Request Automation design and implementation on Salesforce**
 - 4. End to End (E2E) Sales order visibility design and implementation on Salesforce**
 - 5. Order Recovery Process design and implementation**
 - 6. B2B Cost Savings Enhancements (Alarm.com)**
 - 7. Mergers and Acquisition Projects (Fully Managed, ADT).**
- TELUS business provides high-speed wired and wireless internet and data accessories to majority of small, medium and large businesses in across Canada, including the public sector. The responsibility of ensuring seamless account management and service provision lies on the business networks and systems Management Team, of which I am a Management Team member. Using several (100+) legacy systems over the years and currently integrating majority of them into the sales and order management module of Salesforce (Odyssey), these system interrelationships require regular enhancements and improvements to continue to offer value based on current demands. This also includes vendor and customer issue management through ServiceNow. I am responsible for championing the automated creation of ServiceNow tickets from Salesforce cases directly. I also initiated and completed 91 case queues for several combinations of case inputs to ensure the right set of cases ends up with the right agent, reducing case resolution time and improving corporate customer experience. One of my projects also included the automation of the credit assessment and approval process for corporate clients. I currently work on creating visibility of orders end-to-end across several systems in just one click (called the End-to-End visibility project). Saved \$3.5m subscription cost for Secure business product line. High-level mergers and acquisition projects (details protected due to privacy guidelines). Save \$9.5m in fallout cost through enhanced visibility into orders and installs, fallout recovery management, and credit efficiency. Currently handling a cumulative \$42.5m worth of mergers and acquisition projects over the next 3 years.

Business System Analyst Bank of Canada (Ottawa)

Oct'2021 - Apr'2022

- Maintenance and Continuous enhancement of the High availability banking systems (HABS)
- Finalizing the Lynx real-time gross settlement rollover (RTGS) from LVTS (large value transfer system)- Payments Canada
- ISO 20022 message upgrade preparations (MT to Base MX, Lynx, CBPR+, and HVPS+)
- Enhancement of HABS (National) to accommodate Stream B, G, H & M from Automated Clearing Settlement System (ACSS)

Key Notable Projects:

- 1. Maintenance and Continuous enhancement of the High availability banking systems (HABS)**

2. **Finalizing the Lynx real-time gross settlement rollover (RTGS) from LVTS (large value transfer system)-Payments Canada**
3. **Support the Implementation of Client data warehousing by gathering and documenting data flow maps, entity relationship diagrams, and data storage catalogs. This was required to ensure customer data fidelity during the LVTS to Lynx cutover.**
4. **Support Data Admins with requirements to deliver business intelligence visualization for Executive decision-making.**
5. **ISO 20022 message upgrade preparations (MT to Base MX, Lynx, CBPR+, and HVPS+)**
6. **Enhancement of HABS (National) to accommodate Stream B, G, H & M from Automated Clearing Settlement System (ACSS)**

Bank of Canada is Canada's central bank, saddled with the responsibility to preserve the value of money by keeping inflation low and stable. Its principal role is "to promote the economic and financial welfare of Canada," as defined in the Bank of Canada Act. The Bank's main areas of responsibility are, Monetary policy, financial system, Currency, Funds Management, and Retail payments supervision. Working in the Banking and Payments (BAP) Department, I supported the finalization of Canada's national payment system, Lynx, our high-value payment system, which lets financial institutions and their customers send large payments securely. This includes ensuring data visualizations are available to Bank Execs for policy management and decision-making. I also supported the Settlements platfor, called the Automated Clearing Settlement System (ACSS). My core responsibility is ensuring HABS, the most important platform in the bank is up and running daily.

Business Analyst (Payments and Rewards)

Nov'2019 - Mar'2021

President's Choice Financial (Calgary, AB, Canada)

Project 1: Enhancement of existing Online Banking Platform and Mobile Banking Application

- Effectively acted as the business liaison between diverse stakeholder groups (IT, product team and training department). Demonstrated exceptional ability in eliciting and analyzing business requirements
- Supported project team in testing Mastercard repayments/billing cycle cutoff process optimization after every enhancement/upgrade gateway.
- Extensively used JIRA to create user stories according to Definition -of-Ready and manage prioritized product/sprint backlogs and Confluence to manage artifacts.
- Worked with Product Owner to groom and prioritize the product backlog on an ongoing basis to meet release timelines. Created storyboard of backlog items and develop item according to business needs
- Add required information into user stories such as business value, scope of change, non-functional requirements, and acceptance criteria
- Mapped current and future state process flow for the business and identify opportunities for improvement
- Participated in Sprint Planning, Daily Scrum Meetings, Sprint Review and Sprint Retrospective
- Collaborate with Agile teams in Implementing Mobile Banking Apps in Androids, IOS and other digital channels. Support the implementation of Salesforce Financial Cloud (CRM) for unified CX & efficiency.
- Provided on-screen mockups or prototypes via presentations for user interface requirements and reviews with stakeholders to obtain buy-in
- Provided transition to support stakeholders to ensure the core principles and mindset of Scrum and Agile are understood and adapted within the organization and throughout the SDLC
- Worked closely with QAs to perform end-to-end QA/UAT testing and create test plans/test cases, requirement traceability matrix and fix bugs.

Key Notable Projects

1. **Enhancement of existing Online Banking Platform and Mobile Banking Application**
2. **Electronic ID validation project**

President's Choice Financial is a part of Loblaw Companies Limited. With over 3 million customers, its core banking offerings is designed to save billions in bank fees while earning trillions in free groceries and other rewards. It offers Credit card services (Mastercard) as well as the PC Money Account which is a no-fee debit account that offers the services of traditional chequing accounts at no fee. I worked as part of the Team that managed to cut-over of over a million credit card customers from Simpli Financial in late 2019. I also worked extensively on the creation of the Debit account and ensuring the online and mobile app were functional. Integrated with INTERAC to provide the much-needed retail banking services for Canadians, we created a bank account that does not require a brick-and-mortar setup to maintain. My Team also designed an electronic ID validation process where clients open bank accounts from the comfort of their houses and validate their IDs in any Loblaw store nearest them without breaking PIPEDA and FINTRAC rules

Product Manager (Country Operations)

Aug'2014 - Sept'2019

d.light Solar (Lagos, Nigeria/San Francisco, U.S.A)

Project: Provide commercial framework, coordinate stakeholder engagement responsibilities and high-level business leadership for the entire market entry strategy of d. light solar in West Africa. Implemented Salesforce as a Commercial-of-the-shelf (COTS) solution and integrated with an in-house CRM-ATLAS

- Formulated and executed commercially viable business strategy that provides leadership and drive sustainable growth. Managed and sustained relationships with key partners and Investors.
- Supported the Technical Team with market research, planning, trade testing, field requirement gathering and execution of the ATLAS CRM system to support PayGo rollout in Africa.
- Managed relationship with technical stakeholders e.g., PayJoy, Paga, Payment service Providers (PSPs) to drive business growth and ensured project rollovers are commercially sustainable and business improving.
- Led the implementation of salesforce and integration (including enhancements/upgrade) with ATLAS CRM module across Nigeria, a platform designed to support Salesforce automation processes across the country and to manage a 5m+ customer database of solar home system users over 5years.
- Responsible for designing and execution-guidance for all commercial strategy in Nigeria (Sales & Marketing, Project Management, Stakeholder Management, training and commercial content creation and approval). Responsible for design and approval of all trade communication strategy using HubSpot.

Key Notable Projects

- 1. Implement Salesforce as a Commercial off-the-shelf (COTS) for Salesforce Management**
- 2. Implemented an in-house CRM platform ATLAS and integrated same with Salesforce, PayJoy, Paga and other Payment Service Providers.**

Started as a for-profit social enterprise in 2007, d.light is funded by grants, loans, equity and capital venture financing. A global leader on social transformation providing renewable solar products (Solar lanterns, home systems TVs, radios, fans, and Smartphones) to low-income families and bottom-of-the-pyramid consumers across 63 countries of the world. It invented its own Pay-as-you-go technology powered by an in-house CRM called the ATLAS. I worked on the project to setup up the entire business in Nigeria and implement its entire go-to-market strategies. Building the ATLAS to support customer sign-up, payments, account management and retention activities on the field, everything was integrated backward into Salesforce to ensure the financiers have a holistic view of the business at all times. I also singlehandedly designed the go-to-market implementation process for the \$750k USD grant from the USAID OPIC/ACEF Schools program in 2014 as well as the design and implementation of the 2 million GBP grants from the DFID, with the support of Adams Smith International.

Designed and executed to profitability the overall business & IT strategy of d.light in Nigeria and achieved a 5-year plan for d.light Nigeria from business conception to generate a revenue growth to \$50m USD in FY'19 from \$50,000 at year one.

Project: Executed the successful launch and commercial improvement of Distributor Relationship Management system (DRMS) pan-Nigeria.

- Effectively liaised between Business and Technical Team, taking responsibility for commercial requirement elicitation and gathering. Documented business functional and non-functional requirements, and conducted detailed requirements clarification workshops
- Responsible for gathering and eliciting requirements across different stakeholder platforms, based on assigned project. Designed/led the user training of the DRMS CRM nationwide for 287 Sales Managers
- Created Use-case specifications for system functions, actors, business rules, and data elements for use case scenarios.
- Prototyped new procedures and trained new users on software enhancements to ensure user readiness
- Monitored and supported the successful execution of the DRMS CRM module for sales and Distribution automation, regularly resolving usage queries and eliciting enhancements to support them.

Key Notable Projects: Design and implementation of the Distributor Relationship Management System (DRMS)

Airtel is Africa's largest telecommunications service provider. For the DRMS project, I was responsible for documenting statements of requirements for considered alternatives, performing business analyses of functional requirements to identify information, procedures, and decision flows. I designed/led the user training of the DRMS CRM nationwide for 287 Sales Managers. I also establish acceptance test criteria with client group (S & D Team)

The project saved the business \$5m USD annually as we were able to cut of printing USSD strings of recharge cards on paper and switched to auto-generation of electronic pins and tokens that are loaded virtually. This reduced the risk of losses for our over 50 dealers and their margins increased by 3% after removing the permanent cost of printing.

- Project1: Migration from manual and legacy account management platforms to SAP integrated with a custom-made Platform for growth (P4G) system for distributor management. (PUSH Channel)
- Project 2: Worked on the Project Falcon team of the Diageo INTOUCH platform to develop the INTOUCH module to support salesforce implementation. (PULL Channel)
- Managed the commercial cut-over from manual to INTOUCH to ensure zero loss of revenue for a \$600m+ USD annual revenue business. Developed change process procedure and data migration templates.
- Supported the commercial integration P4G distribution platform into the INTOUCH salesforce platform nationally as a Super-User. Also supported the roll-out of SAP Concur claims system pan-Nigeria.
- Worked directly with the Project Office/Business Transformation Director to carry out the GAP and SWOT analysis and Stakeholder requirement elicitation/design of business case for INTOUCH launch.
- Planned and executed the (PfG) management system for Distributors, gathering business requirements to manage change requests in a multi-SKU, multi-pricing fast-paced CPG sales environment.

Professional Certifications/Designations

Project Management Professional (PMP) ® PMP® Number: 3395354	2023
Advanced Certified Scrum Product Owner® (A-CSPO by Scrum Alliance)	2022
Certified SAFe® 5 Advanced Scrum Master (SASM)	2022
Certified SAFe® 5 Product Owner/Product Manager	2022
Microsoft Certified: Power BI Data Analyst Associate (Certification number: I202-2303)	2022
Microsoft Certified: Azure AI Fundamentals & Azure Data Fundamentals	2021
Public Leadership Credential (Harvard Kennedy School)	2021
6Sigma Study Six Sigma Yellow Belt Professional Certificate ID 837094	2018
Scrum Product Owner Certified (SPOC) Certificate ID 776241	2017
Scrum Master Certified (SMC) Certificate ID 824906	2016
Certified Business Analysis Professional (CBAP®), IIBA ID 34853335	2015
Certified e-business Professional (EC Council: Member ID-ECC940011)	2010

Education

Doctorate in Business Administration (IT Services and Enterprise Resource Management) (10 of 20 Course work completed) California Intercontinental University	In-View (2024)
Master's Degree in Business Administration, Obafemi Awolowo University	2014
Bachelor's Degree in Botany, Obafemi Awolowo University	2007

Professional Development

Member- Agile Testing Fellowship (Membership ID 000535)	Nov, 2021
Emerging Leaders Development Program (Lagos Business School)	Nov, 2013

Technical Experience

Category	Type	Last used	Level
Methodologies	Kanban	March 2023	4
	XP	April 2020	4
	Scrum	March 2023	4
	Agile	March 2023	4
	Waterfall	March 2023	4
Agile Tools	Jira/Rally	March 2023	4
	Azure DevOps	April 2022	4
	Confluence	March 2023	4
	SharePoint	March 2023	4
	PlanITpoker	March 2023	4
	Gantt Chart	Jan 2023	4
	Miro	March 2023	4
Languages	English	March 2023	5
Work Tools	MS Office suite (MS Word, Visio, PowerPoint, Project)	March 2023	4
	Google Suite	March 2023	4
	RFI/RFP/RFQ	March 2023	4
	GUI	March 2023	4
	RACI	March 2023	4
	BRDs/FRD/SRS, RACI, Use Case, Test Artifacts, RTM	March 2023	4
	Wireframes (Balsamiq, Draw IO, InVision)	March 2023	4
Databases/Tools	Informatica Cloud	March 2023	2
	AWS	April 2022	2
	Power BI	March 2023	2
	Azure (Data/AI/Fundamentals)	March 2023	2
Summary of skill levels			
Level 1	Self-Training or Formal Training: No practical experience		
Level 2	Level 1 training plus 6 to 12 months of full-time experience		
Level 3	Intermediate to High knowledge level, between one and two years of full-time experience		
Level 4	High knowledge level, greater than two years full-time experience		
Level 5	Highest knowledge level, recognized as an expert in the field		

Career History

Position	Organization	Dates
Technical Product Manager Product Owner (Contractor)	TELUS Corporation (Vancouver, British Columbia)	May'2022 – date Apr'2021 - Oct'2021
Business System Analyst	Bank of Canada (Ottawa)	Oct'2021 - Apr'2022
Business Analyst (Payments and Rewards)	President's Choice Financial (Calgary, AB, Canada)	Nov'2019 - Mar'2021
Product Manager (Country Operations)	d.light Solar (Lagos, Nigeria/San Francisco, U.S.A)	Aug'2014 - Sept'2019
Channel Partner Business Analyst	Bharti Airtel Networks Limited (Nigeria)	Jun'2012 - Jul'2014
Business Excellence Manager (Analyst)	Diageo Plc/Guinness Nigeria Plc (Nigeria)	Sep'2009 - May'2012

Community Involvement and Other Experience

Role	Institution	Dates
New Immigrant Information Technology Mentor	Calgary Catholic Immigration Society	Mar 2023