

# Olubunmi Adeyemi 'Peter' Aina

## Product & Data-Informed Business Leader (FinTech, SaaS, Cloud)

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Location: Ontario, Canada (Toronto Hub) / Lagos, NG

### SUMMARY

Seasoned FinTech executive (17+ years) who translates commercial strategy into measurable outcomes by pairing product leadership with data-driven insights. I lead cross-functional teams to design and sell cloud-native SaaS payments solutions, build KPI-driven GTM campaigns, and operationalize analytics for sales and product decisions. Track record: led teams of 20+, exceeded a \$35M budget by 10%, delivered 20% YoY revenue growth across GTM programs, and closed transformational cloud/tokenization contracts (> \$5M combined). Comfortable partnering with engineering on SQL-based analyses, executive dashboards (Tableau/PowerBI), and cloud infrastructure (AWS/SaaS) while actively expanding hands-on skills in Python, Snowflake and orchestration tools.

### CORE COMPETENCIES

#### Data & Analytics

- SQL (database migrations, query optimization, business reporting)
- KPI definition, metrics tracking, A/B style commercial testing
- Dashboarding & executive reporting (Tableau, PowerBI – collaboration & oversight)
- Data-driven GTM: segmentation, TAM/SAM/SOM sizing, LTV/CAC analysis

#### Data Engineering & Cloud

- Cloud infrastructure & SaaS solutioning (AWS concepts, cloud migrations)
- Familiarity with Snowflake, Databricks and Spark (conceptual & collaborative)
- ETL and data pipeline orchestration concepts (Airflow/Rundeck - familiar)
- Version control & collaboration (Git - familiar)

#### Product & Business

- Go-to-market strategy, revenue forecasting, partner/OEM management
- Digital payments & security (EMV, tokenization, HSM integrations, PCI-DSS)
- Agile/SAFe: operational value streams and cross-functional delivery
- Stakeholder management: executive briefings, central bank & commercial banks

#### Tools & Methods

- Advanced Excel / SQL-based reporting
- Dashboarding: Tableau, PowerBI (oversight & requirements)
- Lean Six Sigma (Green Belt) – process improvement and measurement
- Account planning, Miller Heiman strategic selling

### PROFESSIONAL EXPERIENCE

Oct 2023 – Present

#### Interswitch Group

##### Vice President, Product Sales, Strategic Partnership & Account Management / Insights-Driven GTM Lead

Pan-Africa (based in Toronto / Lagos)

- Led and coached a hybrid team of 20+ Sales & Account Engagement Specialists, instituting weekly KPI reviews and a sales analytics cadence that improved pipeline conversion and contributed to a 20% revenue increase across targeted accounts.
- Partnered with Product and Engineering to define account segmentation and sales-scoring models (SQL-based analysis) and oversaw development of executive dashboards (Tableau/PowerBI) to track ARR, churn risk, and activation metrics for strategic accounts.
- Conceptualized and led the first commercial sale of a non-interest credit card product in Sub-Saharan Africa — built revenue forecasts, market-sizing models, and partner revenue-share scenarios to inform contract negotiations.
- Designed and executed a continent-wide stakeholder engagement forum (Sierra Leone FinTech Forum) that secured participation from central bank and all commercial bank MDs; used forum outcomes to create a prioritized product roadmap and regulatory compliance checklist for market entry.
- Applied governance and compliance metrics (PCI-DSS, local regulatory KPIs) into pre-sales readiness checklists, reducing time-to-contract by ~15% for regulated financial customers.

Aug 2018 – Sep 2023

#### Interswitch Group

##### Group Head, Solution Sales & Product Management / Solutions & Insights Lead

- Exceeded a ~\$35M annual budget by 10% through analytics-informed pricing, upsell strategies, and focused GTM campaigns that improved ARPU and reduced deal cycle time.
- Closed a transformational cloud infrastructure contract (> \$3M) for government banking modernization in Sierra Leone by developing a data-driven migration plan and ROI model for stakeholders.
- Acted as Subject Matter Expert with OEMs (Thales) and payment scheme partners (MasterCard) to close the region's first tokenization solution (\$2M+ recurring) — supported the deal with transaction-volume forecasts, fraud-risk scenarios, and recurring revenue modelling.
- Directed the Operational Value Stream (Agile) to implement KPI-based delivery: introduced sprint-level metrics, release burn-downs, and feature adoption dashboards resulting in 20% YoY revenue growth across three years.
- Led adoption programs for Mobile & Internet Banking (client implementations across West & Southern Africa), producing activation and retention dashboards to measure success; one program delivered ~\$1M one-off revenue and established predictable recurring streams.

May 2012 – Jul 2018

**Interswitch Limited**  
**Team Lead, Solution Sales & Project Implementation / Data Migration Lead**  
Lagos, Nigeria

- Maintained 100% client retention over four years in the Financial Services sector by aligning implementation success metrics with customer business KPIs and establishing regular reporting cadences.
- Led database and transaction-processing upgrades and end-to-end implementations including a Channels Content Management Solution (~\$400k) and a Front End Processor refresh (\$250k project, \$2M recurring over 4 years).
- Deployed a bespoke transaction processing solution to GTB Ghana (initial value > \$150k; additional support contracts ~\$650k), serving as the de-facto processor — designed operational dashboards and SLAs for live monitoring.
- Spearheaded data migration programs (Microsoft SQL Server upgrades) and coordinated with compliance and operations to ensure ACI Postilion compatibility and PCI-DSS remediation for multiple banks.

Sep 2009 – May 2012

**Various Clients / Consultancy**  
**Information Technology Consultant / Payments Security & Data Migration Consultant**  
International (offshore projects)

- Led the upgrade of 20+ commercial banks' databases from Microsoft SQL 2000 to 2005, ensuring compatibility with ACI Postilion and meeting PCI-DSS remediation timelines.
- Executed offshore technical projects including Thales HSM Payshield upgrades (HSM 8000 → HSM 9000) and EMV configuration for chip cards; these engagements strengthened my understanding of secure transaction flows and telemetry used for fraud analytics.
- Built early-career competence in system-level diagnostics, patch management, and structured runbooks — skills I routinely draw on when scoping analytics instrumentation and event capture for product teams.

**EDUCATION**

**Lagos Business School**  
Senior Management Program (SMP 90)

**University of Lagos, Nigeria**  
Masters in Public and International Affairs (MPIA)

**University of Ilorin, Nigeria**  
B.Sc. (Hons) Computer Science

**CERTIFICATIONS & PROF. DEVELOPMENT**

- SAFe Agile Leadership Certified
- Certified Miller Heiman Professional (Account Management & Conceptual Sales)
- Lean Six Sigma Green Belt (LSSG)
- Microsoft Certified: MCTS / MCITP (Systems & Admin)
- PMP and CBAP (In view)

**Ongoing Professional Development**

- Python for Data Analysis (self-directed / online coursework)
- SQL for Data Warehousing (practical labs)
- Introductory Snowflake & Cloud Data Concepts (self-study)
- Tableau / PowerBI dashboarding practical exercises

