

# Chioma Vanessa Okanu

London, UK • +44 7958065301 • chiomaokanu2002@gmail.com

## SUMMARY

Strategy-focused professional with a track record of unlocking business value through insight-driven growth initiatives and cross-sector transformation. Known for identifying simple, highly leveraged solutions to complex problems with a bold, future-focused mindset. Passionate about unlocking impact through strategic insights, stakeholder alignment, and structured problem-solving.

## EXPERIENCE

**Business Strategy Analyst**, 07/2023 - Current

**BCB Tech Center** - London, UK

- Spearheaded a market-led strategy that repositioned B2B offering, resulting in a 20% revenue boost, and a 15% improvement in client acquisition rates within three months.
- Led a cross-functional initiative to optimise onboarding workflows, cutting onboarding time by 35%, and raising customer satisfaction scores from 3.4 to 4.5/5.
- Designed and implemented a performance monitoring framework across business units, enabling real-time strategy pivots and increased strategic agility.
- Developed business performance dashboards and strategic KPIs to align cross-functional teams with quarterly growth objectives.
- Created competitive intelligence frameworks that informed strategic decision-making, and positioned the company for niche market expansion.
- Developed a new targeting model using client segmentation and predictive analysis, which improved conversion metrics across key verticals.
- Acted as an internal consultant across departments, identifying process inefficiencies, and recommending scalable solutions aligned with long-term business goals.

**Nonprofit Strategy Consultant**, 06/2020 - Current

**Worthy Wellness Initiative**

- Advised the executive team on operational efficiency, resource allocation, and impact maximisation, supporting outreach to 1,000+ underserved individuals.
- Organised the initiative's first multi-stakeholder Health Access Programme, collaborating with BMEmpire Hospital to deliver free breast cancer screenings and health education.
- Developed internal dashboards and resource-tracking systems, enabling data-driven planning and reducing campaign waste by 25%.
- Led strategic fundraising and awareness campaigns across digital and offline platforms, expanding volunteer engagement and brand reach by over 40%.
- Introduced a strategic communications framework for community outreach, aligning programme delivery with health impact goals.

## SKILLS

- Strategy Consulting
- Business Model Innovation
- Data-Driven Decision-Making
- Executive Communication
- Growth strategy
- Public Sector & Nonprofit Impact
- Project Management
- Market and Competitor Research
- Process Optimisation
- Data Analysis
- Business Strategy

## EDUCATION

L.L.B Bachelor of Law

**The University of Law** - London, UK

## CERTIFICATIONS

- **Strategic Management and Innovation** – Copenhagen Business School
- **Design Thinking for the Greater Good: Innovation in the Social Sector** - University of Virginia
- **Emory University Management Consulting Specialization**
- **Advanced Valuation and Strategy - M&A, Private Equity and Venture Capital** - Erasmus University Rotterdam
- **Trade & Investment: Evidence-Based Policies for Development** – Erasmus University Rotterdam
- **Google Data Analytics** – Google