

A Transformative Data & Analytics Leader with extensive experience in advanced analytics, data science, and digital transformation across technology, financial services, and supply chain domains. Proven track record in designing predictive models, delivering actionable business intelligence, leading cross-functional data initiatives, and mentoring analytics teams. Skilled in SQL, Power BI, Tableau, Excel, and advanced statistical modeling to drive strategic decision-making and optimize workflows. Strong background in Agile methodologies and collaborative problem-solving in regulated, data-driven environments.

Skills and Competencies

- Advanced Analytics: Regression (Linear, Logistic), Decision Trees, Clustering, Factor Analysis
- Tools & Programming: SQL, Tableau, Power BI, Excel
- Data Science: Model Deployment, A/B Testing, Forecasting
- Leadership: Coaching Analysts, Cross-Team Collaboration, Strategic Planning

Work Experience

Manifest and Company Inc – Lead, Data & Agile Projects

Mar 2023 – Date

- Led cross-functional analytics efforts to uncover business insights and deliver performance-driven recommendations across 10+ product teams.
- Mentored junior analysts and facilitated knowledge sharing through code reviews and collaborative training workshops.
- Spearheaded automation of sprint metrics and team performance reports, reducing reporting time by 60%.
- Integrated business intelligence dashboards (Power BI) for Agile team velocity and capacity monitoring.

Deloitte Inc., Toronto, ON - Senior Consultant

May 2022 – Feb 2023

- Implementation of Salesforce CPQ for a mid-sized cement manufacturing organization.
- Implemented Financial Services Cloud (FSC) for a mid-sized Wealth Management company.
- Initiated and designed a sales cloud for a metal manufacturing organization.
- Integration of subscriptions and service instances in Salesforce for a mid-sized IT company.
- Implementation of Financial Service Cloud for a mid-sized finance company.

Blackforce Inc., Toronto, ON – Data Solutions Consultant (Salesforce Platform)

Jun 2021 - Apr 2022

- Designed and deployed a **case management analytics dashboard** for a mid-sized retail organization, enabling leadership to track resolution performance and agent efficiency in real time.
- Delivered advanced analytics solutions, including segmentation models and sales performance predictors for mid-sized B2B clients using Salesforce CRM and R/Python scripts.
- Defined KPIs, interpreted exploratory data analyses, and aligned modeling efforts with policy and compliance goals.
- Led automation of reporting pipelines using SQL and Python, increasing data accuracy.
- Built and integrated a **billing analytics module** to automate reconciliation of daily transactions for a telecom client, leveraging custom Apex logic and reporting tools.

GiftCraft Ltd | Brampton, ON | Key Account Analyst**Dec 2021 – May 2022**

- Analyzed and optimized departmental workflows by reviewing process data and performance metrics, leading to the redesign of Standard Operating Procedures (SOPs) that improved process clarity and execution accuracy.
- Developed and maintained analytical reference tools such as data-driven cheat sheets and process maps, enabling faster decision-making and greater consistency in customer transaction handling.
- Introduced performance tracking measures that provided actionable insights into task completion efficiency and reduced operational bottlenecks.

JAS Forwarding | Mississauga, ON | Distribution Analyst**Mar 2020 – Dec 2021**

- Developed and implemented a **KPI dashboard** to track carrier performance, improving on-time delivery by over 30% through actionable insights.
- Managed key vendor relationships using **data-centric negotiation strategies**, resulting in a 120% revenue increase in 2020.
- Authored and enforced updated SOPs, integrating process automation recommendations to enhance warehouse and logistics coordination.

**Ecobank Transnational Incorporated
Relationship Manager****Feb 2018 – Sep 2018**

- Delivered tailored wealth management and financial planning solutions using **customer profiling** and data-driven insights.
- Conducted comprehensive client needs analysis during business reviews, leveraging financial data to recommend optimal products across lifecycle needs.
- Utilized CRM analytics and portfolio dashboards **to** assess client behavior trends and identify cross-sell and upsell opportunities.
- Interpreted performance metrics to inform sales strategy, policy alignment, and customer retention efforts.

Trade Operations Analyst**Aug 2015 – Feb 2018**

- Managed large volumes of cross-border transactions and reconciliations with a focus on data accuracy and process control.
- Led root cause analysis and exception reporting for discrepancies in trade documents, ensuring compliance and reducing delays in international payments.
- Drove integration of the Eximbills trade engine, which enabled end-to-end automation of trade processes and improved reporting transparency.
- Collaborated with finance, operations, and IT teams to standardize transaction flows and develop **real-time trade dashboards** for operational leadership

Project Management – Data Integration & Analytics**Feb 2013 – Aug 2016**

A member of the 35 staff selected out of over 5000 staff members across all Ecobank affiliates for the successful changeover of banking software (Flexcube).

- Change from legacy software (Globus Temenos) to new software (Flexcube).
- Process Automation of the processes of the International Trade Operations Department.
- Upgrade from an existing software (Flexcube) to a newer version of the software (Flexcube12).
- Merge existing data on the software of an acquired organization into the existing software (Flexcube)

Key Accomplishments

Change over from a legacy software (Globus Temenos) to a new software (Flexcube)

- Successfully led the transition from legacy software (Globus Temenos) to new software (Flexcube) for the bank, managing data clean-up and mapping of 5 million accounts, ensuring a smooth migration process.
- Oversaw the design and implementation of customized reports in the Bank’s software, contributing to better data visualization and decision-making across the organization.
- Supported the design of performance dashboards, contributing to an **80% increase in revenue within 12 months** due to faster cycle times and reduced manual intervention.
- Received a letter of commendation for my exceptional performance, commitment, effectiveness, and dedication to duty on the upgrade project.
- Received recognition and appreciation from senior leaders for my distinguished performance during the migration of customer accounts from Finacle to Flexcube.

PROFESSIONAL DEVELOPMENT & CREDENTIALS

Education

- **Master of Business Administration (MBA)** – Business School Netherlands
- **Bachelor of Science, Economics** – Olabisi Onabanjo University
- **Diploma in Project Management** – Durham College, Canada
- **Diploma in Accounting** – Federal Polytechnic, Ilaro

Certifications

- **PMP Certification** (In Progress)
- **Salesforce Certifications:** Financial Services Cloud, Platform App Builder, Certified Service Cloud Consultant, Certified Sales Cloud Consultant, Salesforce Certified Administrator

VOLUNTEER EXPERIENCE

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| • Durham Attack Volleyball Club (15U Fury) - Treasurer/Accountant | 2024/2025 |
| • Durham Attack Volleyball Club (14U Hydra) - Treasurer/Accountant | 2023/2024 |
| • Durham Attack Volleyball Club (13U Fury) – Communications Representative | 2022/2023 |
| • DECA C - Suite Challenge Competition – Judge | 2022 |
| • 15th Annual DECA U Provincials Competition – Judge | 2019 |
| • House of Praise – Volunteer in Different Roles | 2019-2025 |