Akinbowale Faluta

Product Manager

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Professional Summary

A strategic, goal-oriented Product Manager with experience delivering multi-faceted insights, strategies, and tactics surrounding multi-channel product management, technology, branding, sales, and new business development. Highly regarded for expertise in identifying product opportunities and translating trends into on-brand product solutions that effectively communicate company vision and values. A distinguished record of orchestrating a customer-focused approach to marketing, sales, and business innovation that delivers predictable and profitable results. Provide full lifecycle product management, roadmap development expertise while earning a solid reputation for complex problem resolution, professionalism, innovation, and productivity.

Professional Experience

03/2020 – present Lagos, Nigeria	**Lead Product Manager** *Nairabet* • Conducted 500+ customer interviews for product feedback, with suggested improvements leading to a 95.6% customer satisfaction level • Collaborating with product marketing and developed a marketing initiative that resulted in a 2% response rate from new punters. • Managed customer relationship by providing timely product information and sales support, hence contributing to increased sales by 15%. • Development of Product Definition for the Nairabet Betting Terminal. Development of user manual on the betting terminal which reduced customer complaints by 50%.
09/2018 – 02/2020 Lagos, Nigeria	**Financial Product Analyst** *Pagatech* • Reduced implementation cost by 37%. Eliminated several manual processes by collaborating with the Product Team. • Worked with various teams in addressing challenging Agent expectations during platform conversion which increased the number of POS users by 3%. • Introduced the Finance team to the Agile way of getting the job done which resulted in a 100% increase in the team's productivity. • Reconciliation of Transactions done on the Paga Mobile app including Bill Payments, Deposit to Bank, airtime Purchase, and Card Transactions which reduced bad debt by 30%.

05/2017 – 08/2018 Lagos, Nigeria	**Reconciliation Officer** *Union Bank of Nigeria* • Ensure timely and accurate reconciliation for all Franchise, Nigerian Customs Service (NCS), and FIRS accounts in order to reduce company loss by 10%. • Identification of entry errors for necessary reversals which results in optimal efficiency. • Identification, analysis, and reporting of fraudulent or unauthorized transactions which has been of benefit to the bank and reduced risk by 90%. • Ensure that the Proof balance is the same as FCUBS GL Balance.
08/2015 – 09/2016 Lagos, Nigeria	**Brand Specialist** *OLX Nigeria* • Communicating new initiatives and key issues to prospective customers led to increasing in sales by 50% every month. • Verifying a customer's identification, responding to customer's changing needs and expectations minimizes the level of fraud on the organization's site. • Activation of new customers and re-activation of dormant customers amounting to 100 new users a week. • Giving support to customers via phone calls, email, and online chats to enable them to find the website and app user friendly. This led to a 38% increase in site visitors.

Education

07/2019 – present Lagos, Nigeria	**M.Sc. Management** *University of Lagos*
09/2009 – 06/2013 Ogun, Nigeria	**B.Sc. Banking and Finance** *Babcock University* CGPA: 4.1

Certificates

Agile Product Management ⬈ *Utiva Product School*	**Software Processes and Agile Practices** ⬈ *Cousera Certified Courses*	**How to build Digital Products** ⬈ *Product School*	**Brand and Product Management** ⬈ *Coursera Course Certificates*
Fundamental Steps of Product Management ⬈ *Udemy*	**Stanbic IBTC Enterprise Online Training** ⬈ *Enterprise Development Centre - Pan-Atlantic University*	**Content Marketing Certified** ⬈ *HubSpot Academy*	

Skills

- Design Thinking
- User Research (market and competitive)
- Agile methodologies (Scrum)
- Analyzing product metrics for growth and troubleshooting
- Wireframing and Prototyping with Figma
- Collaborating with cross-functional teams

Reference

Available on Request