

Tunde Larry Adeniran

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Experienced product professional in start-ups & scale-ups

He is a highly accomplished Product Manager with a proven track record of delivering results for firms he has worked with. His expertise lies in software product development where he has led agile teams of over 100+ team members in product and engineering, collaborating closely with cross-functional stakeholders and C-level executives to prioritise and coordinate product initiatives. Experienced working within diverse teams with stakeholders and delivery teams across multiple time zones.

Some of his achievements include (1) building a Self-service SaaS application for market research clients to keep track of research projects, (2) automating the recruitment process for recruiters using AI, and (3) developing a complex Ad Tech solution to help marketers automate sending the right message, to the right customers at the right time. These solutions have helped save time, reduce costs, optimise business processes, and drive revenues for the firms he's worked with and the product's end-users.

SKILLS: Product Management ▪ Product Strategy ▪ Agile Methodologies ▪ Scrum / Kanban / XP ▪ Cross-functional Team Leadership ▪ Objectives & Key Results (OKRs) ▪ Business Analysis ▪ Partnerships ▪ Communication ▪ Coaching & Mentoring ▪ B2B ▪ B2C ▪ JIRA ▪ Trello ▪ Google Analytics ▪ Roadmaps ▪ User Experience (UX)

Relevant Work Experience

Product Lead ▪ GrapeData (London, UK)

Nov 2021 – Present

Specialist market research firm for Global B2B surveys in 130+ countries

- Established the product organization at GrapeData, recruiting and leading a team of product owners to success.
- Achieved over 100k app downloads in 3 months with the launch of the new GrapeData mobile app.
- Streamlined the sign-up process for new respondents on the app, resulting in a 27% reduction in sign-up drop-offs.
- Increased productivity and efficiency of the reviewer team by 56%, saving valuable time previously spent reviewing low-quality responses through the introduction of a risk rating system.

Responsibilities

- Lead and advance the product vision, strategy, and roadmap for all product domains.
- Oversee the product lifecycle from discovery to delivery, encompassing identifying new initiative requirements, optimizing existing features, and exploring innovative partnerships.
- Advance the product backlog using agile methodology with the delivery team and plan releases that offer maximum business value with minimum effort.
- Take responsibility for accomplishing agreed objectives and key results for all products while striving to reach the north star metric of "Client Paid Responses".
- Conduct experiments based on predetermined hypotheses and develop minimum viable products to make informed data-driven decisions.
- Coordinate and prioritize the resolution of product issues that arise in real-time while communicating them effectively.

Group Head of Product ▪ The African Talent Company (TATC)

Jul 2020 – Dec 2021

Online marketplace connecting Employers & Job Seekers – subsidiary company of Ringier A.G.

- Drove product initiatives, benefiting 5m job seekers and 500k employers in 5 countries.
- Managed a global team of product managers and software engineers to deliver results.
- Balanced competing priorities and aligned product strategy with company objectives.
- Effectively communicated the market vision to cross-functional teams for successful implementation.
- Led the development of a new product line, an A.I.-based Applicant Tracking System (ATS), that significantly reduced recruiters' and hiring managers' time spent shortlisting candidates.
- Introduced a product-led approach to the organization by establishing quarterly cross-functional product strategy workshops to align OKRs across sales, marketing, customer success, and product teams.
- Achieved a 120% year-over-year increase in new user sign-ups through the implementation of a referral feature that drove organic growth amongst employers actively looking to recruit candidates.

Responsibilities

- Define and own the product strategy and roadmap.
- Translate product strategy into detailed requirements and specification documents.
- Communicate your vision and strategy to stakeholders and develop a strategic plan to execute.
- Establish product success targets including ROI before implementation and lead the data analysis after go-live.
- Closely liaise with markets, generate product development requirements, determine specifications to establish the best solutions.
- Identify key bottlenecks within individual business divisions (countries) and balance product / engineering priorities within the overall group business context.
- Work with coordinating departments to create and implement a decisive project plan and strategy from product development to launch.
- Perform various project management duties, including creating a budget and ensuring it is not exceeded, managing work plans, and facilitating an efficient product development effort between individual co-workers and departments.
- Partner with the marketing, engineering, and design teams to bring the product vision to life with prototypes.

Vice President, Product ▪ Terragon Group

Feb 2019 – Jun 2020

Series A AdTech & Marketing Technology start-up

- Scaled the product organization to 11 members, working with a 100-person engineering team.
- Drove discovery and execution for Terragon's Customer Data Platform (CDP), generating over USD1m in revenue within 8 months of launch.
- Collaborated with founders to drive business strategy and planning, securing \$5M Series A funding and subsequent undisclosed equity rounds through continuous product innovation.

Responsibilities

- Provided effective team leadership and guidance across product domains.
- Developed best practices and culture within the product division to further improve productivity including agile ways of working, promoting tools for collaboration.
- Prepared long-term strategic direction for the business and manage board / investor presentations communicating forward-looking innovative products.
- Developed product strategies that satisfied market needs, defining product scope based on platform data infrastructure, and developed product requirement documents featuring user reviews.

Group Product Manager ▪ Terragon Group

Apr 2017 – Jan 2019

- Managed and launched a consumer survey tool called Smart Survey, providing businesses with insights (such as purchase habits, Net Promoter Scores & feedback) on 60 million consumers.
- Assumed responsibility for Terragon's mobile advertising business and marketing technology stack, driving growth and success in these areas.

Senior Product Manager ▪ Terragon Group

Oct 2014 – Apr 2017

- Oversaw the successful launch of Terravas 3.0, a cutting-edge content management platform and subscription management tool that processed over a million transactions daily.
- Designed, developed, and launched tmoni, a highly innovative mobile payments product, complete with integrations with major companies to maximize its reach and success.
- Successfully conceptualized and launched Terragon's Audience Platform, helping advertising target up 100million+ audiences.
- Spearheaded the recruitment of 2 associate product managers, carefully selecting and building a team that would drive growth and success for the products.

Additional Work Experiences

Business Analyst & Product Delivery Manager ▪ xPlug Technologies Limited

Mar 2013 – Oct 2014

Boutique Technology Consulting Firm

- Streamlined HR processes by integrating tax deductions, benefits, and leave management features into Mega Payroll.
- Successfully led the product launch of Mega Payroll, contributing to the growth and success of the company.

- Continuously improved Mega Payroll through ongoing updates and enhancements to stay relevant in a rapidly evolving industry.
- Developed Mega Payroll, an innovative HR solution that simplified employee onboarding and salary management for clients.

Founder & CEO ▪ Tuwonk Limited

Dry Haulage & Bulk Goods Logistics Business

Dec 2011 – Feb 2013

Education

Compelling Applications of Data & Emerging Technologies to drive Managerial Decision Making Arizona State University - W. P. Carey School of Business	2021
Executive Master's in Business Administration (EMBA) Lagos Business School	2021
B.Sc - Computer Science & Information Technology Igbinedion University, Nigeria	

Career Improvement (Courses & Certifications)

▪ Sustainability and Innovation, Global Network for Advanced Management UBC Sauder School of Business ▪ Vancouver, Canada	2020
▪ Strategic Management of Blockchain, Global Network for Advanced Management UBC Sauder School of Business ▪ Vancouver, Canada	2020
▪ LBTechX1: Technology Entrepreneurship: Lab to Market, Global Network for Advanced Management HarvardX (Online Learning Initiative of Harvard University)	2020
▪ Natural Capital: Risks & Opportunities in Global Systems, Global Network for Advanced Management Yale School of Management ▪ New Haven, Connecticut	2020
▪ Marketing Analytics and E-commerce, Global Network for Advanced Management FGV EAESP ▪ Sao Paulo, Brazil	2020
▪ Product Masterclass: How to Build Digital Products Product School	2020
▪ Amazon AWS Cloud Practitioner Essentials, Certified Amazon	2019
▪ ISO 27001 – Information Security – Lead Implementer, Certified PECB	2017
▪ Digital Product Design & User Experience Deloitte Digital S.A.	2017
▪ Optimal Product Management (OPM) 280 Group	2015
▪ Information Technology Infrastructure Library (ITILv3), Certified EXIN	2013

Thought Leadership

- **Who Owns the Product Roadmap? How to use Insight and Influence to Guide Product Direction**
MindTheProduct
- **Why African Tech Companies should begin to adopt a platforms-based approach to product innovation or face disruption**
- Medium
- **Managing PM Teams: What you should know before taking the job**
- Product Centered Podcast

References

Available on request.