

# OLABODE RAJI

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## PROFILE SUMMARY

Dynamic and seasoned Scrum Master and Agile Coach with extensive experience in leading cross-functional teams through the intricacies of Agile transformations. Known for fostering environments of continuous improvement and collaboration, I excel in mentoring teams to deliver exceptional product increments and outcomes. With a background in product management and a dual proficiency in English and French, I bring a blend of strategic vision and practical execution to agile practices, enhancing team performance and driving stakeholder satisfaction.

## CORE COMPETENCIES

**Agile Methodologies & Coaching:** Expert in Scrum, Kanban, and hybrid models; proficient in coaching teams and individuals, fostering Agile mindset shifts.

**Strategic Product Management:** Skilled in vision articulation, product strategy development, and go-to-market execution.

**Stakeholder Engagement & Communication:** Effective at aligning cross-departmental goals and facilitating collaborative solutions.

**Stakeholder Collaboration:** Expertise in aligning technical teams with business objectives.

**Continuous Process Improvement:** Adept at identifying and implementing process enhancements to improve team efficiency and product quality.

**Data-Driven Decision Making:** Utilises analytics to inform strategy, prioritise backlogs, and measure team performance.

**Tools Proficiency:** Jira, Confluence, Asana, Figma, Draw.io, Microsoft Excel, MS Project/Office, Balsamiq, Lucid chart, Google Analytics, Mixpanel.

## PROFESSIONAL EXPERIENCE

### Product Owner/Scrum Master – TravelBrands Group

July 2023 – Present

*TravelBrands is Canada's largest multi-channel distribution network connecting millions of Canadian travellers to a breadth of product offerings and services that simply deliver agents and consumers access to the world. In this role, I looked over the product offerings on TravelBrands B2B Products, Redtag.ca, flights.ca, copolo.com and itravel2000.com*

- Refined and prioritised the product backlog ensuring the team understood the product vision, roadmap, and requirements, resulting in a 15% improvement in backlog clarity.
- Facilitated Scrum ceremonies, including daily stand-ups, sprint planning, sprint reviews, and retrospectives, ensuring each session was productive and focused on achieving sprint goals, which led to a 20% increase in team efficiency.
- Ensured effective communication and collaboration within the team and across different teams, promoting a positive and productive work environment, which led to a 30% increase in team satisfaction scores.
- Collaborated with stakeholders, including other product owners, developers, and other team members, to gather and clarify requirements, define user stories, and prioritise the product backlog, enhancing backlog clarity and reducing requirement revisions by 15%.
- Coached and mentored team members on Agile best practices, promoting a culture of continuous improvement and leading to a 25% increase in team adherence to Scrum principles.
- Monitored and reported team progress using Agile metrics and tools, providing regular updates to management on team performance and project status, which improved stakeholder visibility and satisfaction by 20%.
- Conducted user acceptance testing sessions, increasing stakeholder satisfaction by 20% and identified areas for improvement.
- Monitored and tracked project progress, identified risks, impediments and dependencies, and took proactive measures to mitigate potential issues, reducing project roadblocks by 25%.
- Conducted regular retrospectives to continuously improve team processes, identify areas for growth, and implement necessary changes, resulting in a 15% reduction in sprint cycle time.

### Product Manager & Agile Coach – HeelsAndTech

October 2022 – June 2023

*HeelsAndTech is a professional Edtech company focused on developing innovative products that assist women in acquiring valuable technical skills, enabling them to transition seamlessly into the technology sector.*

- Directed the launch of an innovative LMS platform, utilising agile methodologies, that offers students a flexible, self-paced learning experience enhanced by engaging and structured activities, leading to a 70% reduction in churn rate.
- Actively participated in the development and implementation of the organisation's Agile strategy, contributing to the overall success and efficiency of the team, resulting in a 25% increase in project delivery speed.
- Encouraged and implemented continuous process improvements, fostering a learning environment where team members were empowered to innovate and experiment, leading to a 15% improvement in team productivity.
- Improved team efficiency by 84% by tailoring Agile methodologies to remote and distributed teams.
- Coached 5+ teams in adopting Agile methodologies, resulting in a 32% increase in delivery speed and a 55% improvement in team satisfaction.
- Designed and delivered Agile training sessions for over 100 employees, significantly enhancing company-wide Agile adoption.
- Removed impediments by identifying and addressing blockers that hindered team progress, facilitating effective communication and collaboration within the team and with external stakeholders, reducing sprint delays by 30%.
- Facilitated continuous learning and professional development for the team, providing guidance, mentorship, and access to relevant training and resources, which improved team skill levels and led to a 20% increase in Agile certification rates among team members.
- Partnered with fellow Scrum Masters across the organisation to standardise Scrum practices and promote the exchange of best practices, enhancing team synergy and Agile adoption.

**Product Manager & Agile Coach – Teaza Doorstep Logistics**

**April 2019 – September 2022**

*Teaza Doorstep Logistics offers local and international delivery service and other on-demand services that help individuals and businesses to streamline their daily tasks and enhance productivity. Successfully sold the company in September 2022, and the business continues to operate and thrive under new ownership.*

- Founded and scaled the startup to profitability in 18 months, with a recurring revenue growth and 50% annual customer base increase.
- Promoted Agile practices and methodologies across the organisation, driving adoption and adherence to Agile principles, resulting in a 35% increase in Agile maturity within the teams.
- Demonstrated strong leadership, problem-solving, and decision-making skills in a fast-paced and dynamic work environment, leading to a 30% improvement in team performance and project outcomes.
- Championed a culture of continuous improvement by analysing team performance data to identify trends and areas for enhancement, leading to a 15% reduction in cycle time and a significant increase in project throughput.
- Collaborated with product and data analytics teams to refine product roadmaps, resulting in a 42% faster time-to-market and a significant increase in user adoption.
- Leveraged A/B testing and data analysis to optimise the customer checkout process, resulting in a significant 55% increase in conversion rates and a 42% decrease in cart abandonment.

**Product Manager & Scrum Master – Comfort Developers & IT Solution**

**Jun. 2017 – Mar. 2019**

*Comfort Developers is a full-service SaaS digital agency with a focus on innovative web solutions, software development, and building technologies that enhance the connection between businesses and their customers.*

- Instituted Agile best practices, empowering teams to innovate and adapt in a rapidly changing tech landscape, leading to a 30% boost in delivery efficiency.
- Developed a feedback loop with stakeholders, ensuring that the team was consistently aligned with business objectives, even amidst frequent market shifts.

**Scrum Master – Comfort Developers & IT Solution**

**Dec. 2015 – Jun. 2017**

- Led cross-functional teams through daily scrum meetings and other scrum rituals, identifying and resolving project impediments in a timely manner.

**Business Development Consultant & Marketing Strategist – McSims Consults**

**Dec. 2013 – Nov. 2015**

- Provided consulting services to numerous small firms in Nigeria, United Kingdom, USA and Canada by collaborating with the businesses to strategize their long and short term goals and develop and execute marketing plans. Achieved an increase in sales of 20% over three months and increased customer acquisition by 30%.

## EDUCATION

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- Bachelor of Science (Ed.) Economics | Obafemi Awolowo University | 2012  
*Assessed as the equivalent to a bachelor's degree in Canada by WES*
- Professional Diploma in Education | Federal College of Education (Special) | 2021  
*CGPA: 4.6/5 Assessed as the equivalent to a Postgraduate Diploma in Canada by WES*

## CERTIFICATIONS

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- Professional Scrum Master (**PSM**) | **Scrum.org**
- Professional Scrum Product Owner (**PSPO**) | **Scrum.org**
- Google Project Management Certificate | **Coursera**
- Product Analytics Micro-Certification (PAC)TH | **Product School**