

KWAME ASANTE

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EXECUTIVE SUMMARY

Senior product management leader with 20+ years of experience driving digital transformation and business growth. Proven track record of leading high-performance teams, implementing strategic initiatives, and delivering solutions that generate measurable ROI across global markets.

CORE COMPETENCIES

Strategic Leadership	Team Management	Digital Transformation
Data Analysis	A/B Testing	Process Optimization
Stakeholder Management	P&L Responsibility	Change Management

PROFESSIONAL EXPERIENCE

Group Product Manager

Mastercard | 2004 - Present

- Spearheaded enterprise-wide product management transformation initiatives impacting 1758+ employees
- Delivered \$2M+ in annual revenue growth through strategic data analysis implementations
- Built and led global teams of 27 professionals across 4 countries
- Reduced operational costs by 29% while improving service quality and customer satisfaction

EDUCATION & CERTIFICATIONS

Master of Business Administration | University of Barcelona | 2002

Bachelor of Science in Management | University of Barcelona | 2000

Professional Certifications:

- Executive Leadership Program
- Strategic Management Certificate