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## SEGUN ADEBAYO

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Results oriented professional with a unique blend of project management, operations, and customer success expertise, poised to excel in Product Management. Proven ability to lead complex initiatives (65+ projects), optimize processes for significant productivity gains (70%), and translate market insights into actionable plans. Adept at cross-functional collaboration, stakeholder engagement, and leveraging data to drive product strategy and achieve business objectives. Passionate about building impactful products and fostering sustainable growth.

### **EXPERIENCE**

#### **Moniepoint Mfb Ltd — Customer Success Associate**

May 2023 – October 2024

- Gained deep customer empathy by managing diverse front and back office support operations, identifying pain points and informing potential product improvements.
- Contributed to product feedback loops by efficiently escalating and resolving customer issues, providing insights for feature enhancements.
- Utilized CRM tools (Zendesk, Jira, Moniedesk) to analyze customer interactions, informing data-driven decisions related to product satisfaction and user experience.
- Led customer onboarding process and demos for SMEs to drive product adoption.

#### **Davoize Global Service, Abuja — Projects and Operations Manager**

March 2020 — April 2023

- Managed the full lifecycle of 65+ Renewable Energy and Technical Projects, from conception to successful deployment, demonstrating strong product delivery capabilities.
- Drove product-market fit by initiating an installment plan for small and medium-sized businesses, expanding market reach and increasing adoption.

- Prepared and presented strategic proposals and demonstrations to high-level government agencies (e.g., Nigeria Communications Commission), showcasing ability to articulate value propositions and secure buy-in for technical solutions.
- Oversaw cross-functional teams (25+ personnel), coordinating resources and timelines to achieve project objectives and product milestones.
- Analyzed and optimized logistics, directly impacting product delivery efficiency and customer satisfaction.

**Caring Hearts Medical, San Diego — Remote Administrative Assistant.**

April 2018 - January 2020

- Identified and implemented process improvements that increased clinical administrative efficiency by 45%, demonstrating a focus on operational optimization within a product context.
- Managed data flow and information processing (medical charts, correspondence), crucial for understanding data integrity and information architecture in product systems.
- Contributed to revenue growth (25%) by systematically resolving product-related issues (unprocessed claims), highlighting impact on key business metrics.

**Yankee Entertainment Ltd, Abuja — Operations Manager**

June 2016 - April 2018

- Managed the end-to-end execution of 12+ large-scale events, akin to managing product launches with multiple stakeholders and complex logistics.
- Engaged in strategic liaison with industry brands and sponsors (e.g., Hennessy, Johnny Walker), demonstrating ability to build partnerships and understand market positioning for products.
- Oversaw resource and inventory management, critical for understanding product supply chains and operational constraints.

**Fortis Microfinance Bank, Abuja — Treasury Officer (Internship)**

June 2014 - December 2014

- Gained foundational understanding of financial product operations through account management and asset tracking.

- Contributed to process efficiency in banking hall operations, focusing on customer turnaround time.

## **EDUCATION**

Federal University of Technology, Akure — B. Tech in Industrial Mathematics **(2016)**

## **COURSEWORK**

Integrated Marketing Communications | Coursera -2020

Channel Management and Retailing | Coursera - 2020

Brand and Product Management | Coursera - 2020

Pricing Strategy | Coursera – 2020

Front-End Web UI Frameworks and Tools: Bootstrap 4 | Coursera -2020

## **SKILLS**

Industry Knowledge: Renewable Energy, Renewable Energy Systems, Operations Management, Technical Support, Information Technology, Technical Documentation, Technical Analysis.

Technical Skills: Project Management, Financial Analysis, Research, Financial Reporting, Web and Software Development

Tools & Technologies: Microsoft office, Asana, Trello, Zendesk, Jira, Airtable, Google tools, CSS, JS, Typescript and React.js, Next.js.

Interpersonal Skills: Management, Leadership, Strategic Planning, Public Speaking, Skilled Multi-tasker, Teamwork, Team Leadership, Team Management, Strategy.

Languages: English, some French and some Spanish.