

Manager Analytics, Strategy, and Product Management

Senior Analyst with a focus on leveraging strategic data insights to drive a 15% revenue increase. Proficient in interpreting complex data to highlight key product opportunities, leading to a 20% boost in feature adoption. Experienced in deploying advanced analytics tools, delivering a 30% improvement in project and process efficiency. Demonstrated success in project management, overseeing cross-functional teams to ensure requirements were met on time, contributing to a 40% reduction in time-to-market. Working closely with senior executives to implement data-driven decisions that resulted in a 25% uplift in customer satisfaction.

Areas of Expertise

- Analytical Expertise
 - REST API
 - Data Management and Governance
 - Product Development
 - Machine Learning
 - Project Plans
 - Business Acumen
- Product Management
 - Data Analytics
 - Data Modelling
 - Strategy Leadership
 - Data Modeling
 - Agile Methodologies
 - Predictive Analytics
- Product Roadmap Development
 - Risk Management
 - Change Management
 - Business Analytics
 - UI Components
 - Data analysis
 - Generative AI Implementation

Technical Skills

Python | Tableau | Power BI | Petrel | Weka | SMT Kingdom Suits | ArcGIS | Win Log, IP | Hampson Russell | Sonar wiz | Geovation | MATLAB | Confluence | MySQL | Microsoft Excel | Microsoft Project | R-Studio | JavaScript | Jira | MS Visio | AWS| NLP |Hadoop |CI/CD |IoT| Java |Hadoop |Azure | Figma |Spark |Google Cloud |Figma |Salesforce |Gitlab CI

Career Experience

UPMC, Pittsburgh

Senior Manager, Product Development, and Analytics

Jun 2021 – Dec 2023

- Led the conceptualization and implementation of an innovative product management approach, incorporating business intelligence, market insights, and client feedback, which led to a remarkable 15% increase in user retention and a significant 20% improvement in product adoption.
- Pioneered the integration of Generative AI and machine learning into the product strategy framework, enhancing the predictive analysis of financial trends and customer behaviors. This innovation led to tailored financial product offerings and optimized investment strategies, boosting customer returns by 20%. Additionally, leveraged Generative AI models to automate and refine content creation for marketing campaigns, further engaging users and contributing to a robust increase in product adoption.
- Developed a robust data-driven framework for analyzing sales performance, providing deep insights into lead progression, win rates, and deal aging. This has empowered the company to make informed decisions, optimize sales strategies, and allocate resources effectively, resulting in a significant increase in revenue and profitability.
- Enhanced data-driven decision-making by integrating NLP for real-time analysis of customer feedback, yielding actionable insights for strategic dashboards and reports, which drove improved decision-making and sales strategy optimization.
- Implemented innovative deep-learning techniques to extract visualizations for data-driven decision-making, resulting in a remarkable 15% revenue increase and an impressive 30% improvement in conversion rates within a highly competitive industry.
- Guided the full spectrum of product development, from ideation to launch, leading multidisciplinary teams through iterative development and rigorous testing to successful deployment, thereby magnifying operational efficiency and engaging the customer base.
- Established a culture of data-driven decision-making within the organization by providing comprehensive dashboards and reports that visualize key sales metrics and KPIs. This has empowered product heads at all levels to make informed decisions, track performance, and take timely actions, resulting in improved sales effectiveness and long-term business growth.
- Pioneered the management of the Product Development Life Cycle (PDLC) database, revolutionizing data organization and model automation, resulting in a 40% reduction in data retrieval time and a 15% increase in cross-functional collaboration.

- Drove end-to-end product development lifecycle for a suite of workflow optimization tools, leading a diverse team from initial concept, through iterative development and testing phases, to successful market launch, resulting in enhanced operational efficiencies and customer engagement.
- Facilitated the design and execution of a comprehensive intake management platform, utilizing a user-centric approach to streamline network engineering and construction processes, which enhanced cross-departmental collaboration and accelerated delivery timelines."
- Oversaw the redesign of UI components for a suite of asset management digital solutions. This project required close collaboration with UX designers to develop intuitive interfaces that enhanced user experience. Implemented a data visualization dashboard using React, significantly improving the presentation of complex data sets and driving a 25% increase in user engagement for the asset management platform.
- Implemented advanced machine learning models to accurately predict the probability of opportunities progressing through each sales stage. This predictive capability has enabled sales teams to focus their efforts on high-potential leads, improving conversion rates and shortening the sales cycle, ultimately leading to higher customer satisfaction and increased sales revenue.

UPMC, Pittsburgh

Jan 2019 – May 2021

Product Manager, Business Intelligence and Analytics

- Developed strategic product roadmaps, driving a 10% revenue increase and elevating customer satisfaction by 15%, by steering development efforts to align with market demands.
- Led a collaborative redesign of UI components for asset management platforms with UX teams, achieving a 25% surge in user engagement through improved data visualization techniques.
- Managed cross-functional teams to develop and fine-tune product roadmaps, balancing customer needs with business objectives, resulting in optimized product strategies and execution.
- Orchestrated the transition of the business analysis team to a lean, agile product management framework, leading to a 15% increase in operational efficiency and a 25% acceleration in product delivery timelines.
- Managed the entire product development lifecycle, collaborating closely with engineering and design teams to define clear product requirements and deliver on schedule and budget.
- Drove product adoption and go-to-market strategies, executing launch plans in partnership with business and customer teams for maximum market penetration.
- Implemented an advanced data analytics system across the product suite, leveraging tools like Tableau, Power BI, and SQL to inform strategic decisions, resulting in a 20% increase in customer retention and a 10% reduction in operational costs.
- Developed a dynamic project management and reporting framework, including the use of Dashboards of Tableau, to present data in an interactive, user-friendly format.
- Spearheaded the creation of a comprehensive analysis system by product by utilizing R programming tool to analyze, and visualize data, enhancing the understanding of data pipeline progression and win rates across various stages. This initiative provided deep insights into data trends and effectiveness, driving data-driven decision-making.
- Leveraged advanced analytical techniques to extract actionable insights from complex data sets; optimized pricing strategy and increased profit margins by 10% through pricing models and demand forecasting.
- Developed the documentation and visualization of product use cases, establishing detailed workflows and wireframes to guide the development team. Led the creation of comprehensive design requirement specifications to underpin the iterative refinement and enhancement of product features, ensuring alignment with user needs and business goals.
- Spearheaded the translation of complex product requirements into clear and actionable Epics and User Stories, fostering a collaborative environment that bridged the gap between technical teams and stakeholders. Instituted a robust framework for defining and tracking product goals and performance metrics, aligning cross-functional team efforts with strategic objectives, and ensuring measurable outcomes.

UPMC, Pittsburgh

Sep 2018 – Jan 2019

Senior Project and Business Analyst

- Strategically utilized Jira and MS project tools to streamline project workflows, reinforcing team coordination and tracking efficiency. This facilitated a clear articulation of product vision and strategy, ensuring alignment across teams with organizational goals and enhancing execution precision.
- Integrated SAS, Tableau, and Power BI tools for data analytics and driving process improvement initiatives for informed management decisions.
- Streamlined and documented the workflow of the product development life cycle (PDLC) by identifying key steps and creating a comprehensive guide; reduced time-to-market by 20% and improved cross-team collaboration by implementing Agile methodologies.
- Defined and executed strategic vision for key product features, crafting roadmaps and leading engineering teams to successful, timely delivery.

- Pioneered a cutting-edge prediction model, resulting in a 25% increase in accuracy and enabling mitigation strategies for potential hazards during rig moves.
- Developed expertise in data acquisition and processing using advanced technologies like Side Scan Sonar, Sub-Bottom Profiler, and Magnetometer, enabling accurate geophysical data interpretation and informed decision-making for project teams.
- Employed innovative algorithms for processing and mapping 2D and 3D seismic data, resulting in a 40% reduction in processing time and improved accuracy for reservoir characterization.
- Headed a cross-functional team to develop drilling optimization software, which utilized predictive modeling to improve drilling accuracy and reduce non-productive time by 15%.
- Directed the product strategy, incorporating feedback from offshore drilling experts to ensure the software met the industry's technical and safety standards.

Sterling Oil Exploration and Energy Production Company

Sep 2009 – Aug 2012

Geophysicist

- Specialized in interpreting and processing 2D/3D seismic data, incorporating well-log information to identify oil and gas prospects; played a key role in achieving a 10% increase in daily production.
- Excelled in generating time and depth maps, and velocity models, estimating hydrocarbon volumes, and contributing to accurate reservoir characterization, and drilling success rates.
- Applied advanced seismic interpretation techniques and inversion analysis in the Delta basin; employed quantitative interpretation and volumetric estimation to evaluate reservoir potential, supporting the identification of new prospects and facilitating informed decision-making.

Education

- **University of Pittsburgh, Ph.D. in Computer Science** – Intelligent Systems (Artificial Intelligence)
- **Point Park University, MBA** – Management Information System and Analytics (Distinction)
- **University of Lagos, MSc** in Exploration Geophysics and Computer Science (Distinction)
- **The Federal University of Technology Akure, BSc** in Applied Geophysics (Honors)

Awards / Achievements / Sponsorship

2023 - School of Computing and Information, Intelligent Systems Program (ISP) Fellowship Recipient, University of Pittsburgh
2022 - Diversity Recruitment/ Retainment Fellowship Recipient, University of Pittsburgh
2022 - Top 10 Hackathon Machine Learning Competition Project, MIT University
2019 – Overall Best Graduating Student, MBA, Point Park University, Pittsburgh
2019 - Alumni's Best Graduating and Most Outstanding Graduate Student, Point Park University, Pittsburgh
2013 - Best Paper Presentation on 'The Application of Statics Correction in Land and Marine Data,' CGG University
2012 - American Association of Petroleum Geologists (AAPG) IBA Winner African Representative in Long Beach, California, USA
2012 – AAPG IBA (Imperial Barrell Awards) Overall First Place Winner in Nigeria and West African Region
2012 - AAPG IBA (Imperial Barrell Awards) Overall Second Place Winner in Africa
2008 – Best Graduating student in Computational Mathematics

Certifications

2023 – Generative AI and Business Intelligence
2023 – AWS Certified Data Analytics
2022 – Applied Data Science Program, Massachusetts Institute of Technology
2021 – Data Science for Business, Harvard University Cambridge, Massachusetts
2019 – Project Management Professional (PMP), Pittsburgh
2019 – Program Management Professional (PgMP)
2018 – PMI Agile Certified Practitioner (PMI-ACP)
2018 – Product Manager Certification (PMC)
2017 – Software Product Management Specialization
2016 – Certified Scrum Product Owner (CSPO)