

Akeem Egbeyemi

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Walmart Labs (Innovation Team) Contractor

Technical Product Manager /Feb 2020 – October. Contract Ended

- Help with platform management and brand management with focus on migration from DB2 to Casandra database
- Worked on improving the online search functions independently of brand attribute data
- Normalizing hierarchical brand data using Postman API
- Creating rule engine for data normalization
- Creating a single source of truth for data normalization
- Replacing bad brand data and augmenting product data using curated IP structures
- Creating a single source of truth for brand intellectual property management
- Enhancing business rule validation for Omni Item Setup, enhancing business rule validation for Omni Item Maintenance, Improving the Supply Item platform
- Operational Data product experience e.g. data products that include functionality and workflows that drive decision making and action

Moneybrag.com

- *Co-founder/VP of Product / 2015 – January 2020*
- Moneybrag.com is a next generation alternative data analytics-based Fintech company. Through machine learning and alternative data, Moneybrag is helping the Unbanked and Underbanked in the next wave of credit ownership.
- Lead a team of talented developers, PMs and designers tasked in building robust Fintech Platform e.g. Lending, Free Credit Score, Budgeting, Quote Comparison, Spending Tracker, Bill Negotiation, Health and Life Insurance products
- Responsible for creating the product vision, the strategy, and ensuring we deliver on it via a smooth iterative, extremely rapid, and enjoyable process. Foster continual buy-in from executives and board members.
- Manage product design, back-end, front-end, marketing, support, and QA teams
- Leverage feedback and research from organic channels to drive meaningful, revenue-generating product improvements for Partners (10x) and self-serve channels (25x)
- Facilitated simplification of product development process and communication both internally and to customers
- Launched and grew mobile product to 80,000+ active consumer accounts in the first year through sound customer research, iterative planning, and rapid prototyping and development.
- A/B tested (from hypothesis to testing implementation and results interpretation) over 40 empathy-driven hypotheses that grew consumer registrations by 20%
- Oversaw 700 API integration and implementation of data in a proper format for the consumer to view
- Redesigned flagship enterprise Partner Profile product for maximum internal account management flexibility
- Supported marketing and sales teams in redesigning outreach, nurture, and demo campaigns
- Build the workflow for mobile version including UI&UX and logic for iOS and Android
- Run the day-to-day aspects of technology from code development to code review to managing the entire development team
- Established product vision for complex and high impact products incorporating leading-edge

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technologies

- Recognizes and prioritizes the most important work for product teams (short-term and long term work)
- Leads high complexity product scrum teams
- Responsible for working with teams to surface, implement and address improvements and remove impediments that have implication across department
- Balances tradeoffs among product value, design and technology
- Acts as the voice of the customer, interfacing with enterprise partners for the API integrated and contracts
- Identifies audience, user groups, needs and feature requirements
- Align user needs and business value while streamlining and championing delivery channels for product delivery that include technical and go-to-market delivery
- Develops feature requirements and acceptance criteria while acting as final release gatekeeper for new functionalities

Socialkids.com

- Product Owner 2014 – 2015
- Socialkids.com is a marketplace that connect your kids to the best local activities. We search dozens of the biggest provider's sites and present the results all in one place. Socialkids.com help parents discover and book activities that will enrich their child's social life including exclusive events, classes, camps, parties, museums, and more. We want to make it fun, easy, and delightful to explore your child's interests.
- Own the development of product strategy and vision supported by internal and external analysis
- Write detailed product requirement documents, ensuring clear communication of those requirements to the business, design, usability and development team
- Led development of the web, mobile and providers backend platform
- Build the entire SaaS platform including payment integration for the providers
- Assembled and managed team of engineers, designers, QA tester, to execute product development roadmap
- Run the day to day aspect of technology from code deployment to managing entire development team

Oyaka Lab

Senior Consultant 2011-2014

Oyaka Lab is a consulting agency is a provider of data analytics, application development and maintenance, architecture and technology consulting, infrastructure development and management services for startups, leading brands and government agencies.

- Served as key member of executive team; participated in competitive analysis, market definition, established product and technology roadmaps for each client
- Streamlined internal and external processes, improving efficiencies between Interaction Design, Visual Design, User Experience Research, Prototyping, Product Management, Engineering, and Quality Assurance teams

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- Write complete and detail-oriented product requirements documents, ensuring clear communication of those requirements to the stakeholders, business, design, usability and development teams
 - Oversee day-to-day functions of the company including assembling and managing multidisciplinary project teams for product development
 - Manage prioritization and trade-offs among customer experience
 - Developed and executed marketing campaign.
 - Led the design and development of many products for different clients that include the following:
 - Automated License Plate Recognition software using 3M Api,
 - created location analytics platform leveraging sensors and beacon for business intelligence,
 - created SaaS Payroll, booking engine, and accounting solution
 - Created POS system, mPOS for iPad and iOS and android
 - Development completed on time and within budget.
 - Facilitate the development of 25-member team, helping each to achieve the individual goals and maximizing the potential of the team as a whole.
 - Ensure the quality of design decision taken by individual contributors through a collaborative design process
 - Establishes standardization around service development, deployment and delivery, including instrumentation, discovery, scaling, throttling and quota management
 - Created and maintain high quality, testable codebase
 - Development of Monthly Parking Revenue Management System for monthly parkers
- Additional work experience available upon request.*

Education

- Computer Science, University of Maryland
- B.S. in Applied Economics, University of San Francisco

Skills Set and Technical Highlights

- 10+ years of experience leading a product life cycle and working with engineering team
- 10+ years' experience managing a platform product – conceptualizing and defining developers facing APIs, SDKs, or REST services
- Experience in writing and contributing to technical integration guides for partners
- Proven track record of translating business problems into testable hypotheses
- Experience working with multiple stakeholders to create a comprehensive and achievable strategy to tackle a given problem.
- Experience delivering products and showing the impact of the work.
- Back-end: Ruby on Rails, Ruby Enterprise Edition, Node.js, Sinatra, Padrino, Grape
- Databases: MySQL, NoSQL, PostgreSQL, MongoDB, CouchDB, Casandra, Redis
- Experience in Salesforce CRM
- Testing: Selenium, Capybara, Rspec, PhantomJS, Cucumber, Jasmine
- Project Management: Github, Targetprocess, Redmine, Pivotal Tracker, Confluence, Basecamp, Trello, Asana, Jira
- Cloud Computing: Docker, Openstack, Google Cloud Platform, Cloudstack, Cloud foundry,

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Amazon AWS, RightScale, IBM Bluemix, Predix

- Front-end: React, AngularJS, Backbone.js, Bootstrap, TypeScript, Spine.js, CoffeeScript, HTML5+CSS3
- Development Tools: Bundler, Capistrano, Rake, Chef, TeamCity, New Relic, Jenkins Ci
- Analytics: Google Analytics, Adobe Analytics, Mixpanel
- A/B Testing: VWO, Optimizely, Google Optimize, Adobe Target
- Usability Testing: Qualaroo, Crazy Egg, Usabilla, Five second test
- Wireframe Tools: Axure, Sketch, Balsamiq, Indesign, Invisionapp, Simpli
- Marketing: SEO, SEM, PPC, Adroll, Social Media Marketing
- Roadmap tools: Aha, Productplan
- OKR tools: Koan, Workboard, Ally