

Nike ADEBANJO, B.A, CSPO, SSGB

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Product Manager with a decade of experience in Product Operations, Strategy, and Portfolio Management across various industries including Retail, E-commerce, Banking & Financial Services, Accounting, Hospitality, and Ed-Tech. With a proven track record of successfully managing multiple products and consistently optimizing product life cycles to achieve business objectives, increase market share, and enhance user experience. Ready to bring my expertise and commitment to excellence to a dynamic organization.

PROFESSIONAL EXPERIENCE

Rapid Launch, Canada

Portfolio Product Manager | Strategy and Business Operations

Jul. 2022 – Present

- Developed and maintained detailed product delivery plans in collaboration with technical and design teams for a minimum of 10 products spanning across various industries. This effort improved project delivery timelines by 30% and reduced development costs by 15%.
- Spearheaded the implementation and execution of product roadmaps across the entire portfolio of products, successfully launching 15 major updates and 3 new products within 10 months. These efforts led to a 35% increase in overall portfolio revenue and a 40% boost in user engagement.
- Contributed to the evaluation and prioritization of 20 new product concepts, integrating 5 into the roadmap. This strategic inclusion expanded the product portfolio and enhanced the venture studio's competitive position and market share.
- Collaborated with Go-to-Market teams to launch 8 major product initiatives, achieving an average 30% increase in user acquisition and a 25% boost in sales within the first quarter post-launch.
- Established a comprehensive set of KPIs, OKRs and reporting frameworks to measure and communicate product success across the portfolio. These metrics highlighted a 30% improvement in user retention and a 20% increase in net promoter scores (NPS).
- Fostered strong relationships with internal and external stakeholders, enhancing collaboration and securing support for product initiatives. This effort led to a 15% increase in cross-functional efficiency and a 20% improvement in project success rates.

Radisson Hotel Group, Dubai, UAE

Product Analytics | Reservations

Oct. 2021 – Jun. 2022

- Conducted in-depth competitive analysis and benchmarking studies, identifying market opportunities and positioning strategies that led to a 10% market share gain within the competitive landscape.
- Optimized channel management processes, leading to a 25% reduction in overbooking incidents and a 30% increase in room occupancy rates across online distribution channels.
- Enhanced revenue forecasting models using advanced analytics techniques, achieving a 95% accuracy rate and facilitating better resource allocation and strategic planning.
- Developed and delivered training sessions on revenue management best practices and tools for hotel staff, resulting in a 30% improvement in revenue management proficiency across departments.
- Developed and implemented risk mitigation strategies for revenue volatility due to external factors such as economic downturns or geopolitical events, ensuring business continuity and stability.

Waypoint Systems

Senior Product Manager | E-wallet & Point-of-Sale Platforms

Feb. 2019 – Sep. 2021

- Conducted comprehensive market research and gathered feedback from over 1,000 customers and internal stakeholders, resulting in the identification of key product enhancements and new features. This effort contributed to a 30% increase in user satisfaction and a 20% increase in market share.
- Developed clear and actionable product delivery plans in collaboration with technical and design teams, which improved project delivery timelines by 25% and reduced miscommunication, leading to a 15% decrease in project delays.
- Led the implementation and execution of the product roadmap, resulting in the successful launch of 5 major product updates within 18 months. These updates contributed to a 40% increase in transaction volumes and a 25% boost in overall revenue.
- Established and reported on key performance indicators (KPIs) and objective key results (OKRs) to measure product success, which included a 30% increase in user engagement and a 25% improvement in retention rates.

- Served as the Product SME for e-wallet and POS solutions, providing expert guidance and support to internal teams and external partners. This role enhanced the team's capability to address complex product challenges and contributed to a 15% increase in team productivity.

PayPorte Global Systems

Product Manager | E-commerce Operations

Apr. 2014 – Jan. 2019

- Implemented a mobile-first strategy, optimizing the e-commerce site for mobile users and achieving a 35% increase in mobile transactions and a 40% rise in mobile user satisfaction scores.
- Spearheaded the implementation of advanced search algorithms and recommendation engines, enhancing product discovery and increasing cross-selling opportunities by 15%.
- Revamped the customer support system, incorporating live chat and AI-driven support tools, which improved first response times by 30% and increased customer satisfaction ratings by 20%.
- Served as the Product SME for e-commerce solutions, providing expert guidance and support to internal teams and external partners. This role enhanced the team's capability to address complex product challenges and contributed to a 10% increase in team productivity.
- Actively participated in cross-functional projects beyond the scope of the role, including initiatives in supply chain optimization and customer service enhancement, contributing to a 12% overall improvement in operational efficiency.
- Integrated multiple secure payment gateways, expanding payment options for customers and resulting in a 15% reduction in cart abandonment rates.

EDUCATION & CERTIFICATION

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| Certified Lean Six Sigma Green Belt | 2023 |
| Certified Scrum Product Owner (CSPO) | 2022 |
| Diploma, Business Administration | 2015-2017 |
| Bachelor of Arts | 2009-2013 |

CORE COMPETENCIES

Technical Skills & Tools:

- **Road Mapping:** Jira, Miro, Sheets, Notion
- **Data Analysis & Visualization:** Tableau, Excel, Google Analytics, Product Analytics Tools (Mixpanel, Amplitude),
- **User Experience:** UX/UI Principles, Wireframing/Prototyping Tools (Figma, Balsamiq, Visily, Microsoft Visio, draw.io), Customer Journey Mapping, A/B Testing
- **Collaboration:** Agile Methodologies (Scrum, Kanban, SDLC, Design Thinking, JTBD, Design Sprint), JIRA, Trello, Asana, Slack, Microsoft Teams, Google Workspace, Product Development Processes, API Understanding, and Integration
- **Qualitative Methods & Tools:** Gauge R&R, FMEA, Six Sigma

Soft Skills

- **Leadership:** Team Building and Mentorship, Performance Evaluation and Feedback, Strategic Planning and Visioning, Conflict Resolution, Decision-Making, Strategic Thinking, Collaboration, Resource Management, Prioritization, Problem-solving, Adaptability
- **Stakeholder Communication:** Excellent Verbal and Written Communication, Presentation Skills, Client Relationship Management, Public Speaking, Negotiation Skills