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ABOUT ME

Bilingual (English & French) Product manager with 5 years of experience driving the identification and delivery of the right product in B2B, B2C, and SaaS markets. I take an empathy-first approach not just for users but also for people I work with in order to deliver products that bring delight to users and drive key revenue metrics for businesses. My expertise lies in leveraging data and experimentation to quickly validate or invalidate initiatives. I have salvaged a failing product, built products from scratch, and managed the delivery of products that cater to technical and non-technical needs.

WORK EXPERIENCE

Product manager

Strapi [12/03/2020 – 01/03/2023]

City: Paris | Country: France | Website: www.strapi.io | Name of unit or department: Tooling/Revenue technology - Business or sector: Information and communication

As the Product Manager for the Tooling Squad, I owned the success and performance of the critical internal tools and over 50 integrations that were the backbone for both the revenue of the company and the productivity of over 70 staff, I also led the re-branding of the squad to become the Revenue Technology squad defining the vision, mission and goals of the new squad. Key achievements in this role would include:

- Led a major upgrade to the data stack and integration with the CRM tool in collaboration with the RevOps, this impacted the conversion rate ratio by 50% from the previous rate, which led to me quickly becoming a point of contact for all data integration in the company.
- Led a major upgrade to the critical revenue system enhancing user experience in licensing generation for go-to-market teams and customers, improving customer retention rate and renewals by 30%.
- In collaboration with the sales and customer success team, and by leveraging extensive product analysis identified and led an initiative to tackle a \$300k annual revenue loss.
- Led several initiatives to ensure the core revenue infrastructure was ready for Strapi Cloud offering as well as new product features, interacting go to market teams and leadership to align on pricing and tiers, this led to the successful launch of Strapi Cloud and new feature offering driving critical revenue metrics.

Product Manager Instructor

Seedbuilders LTD [04/12/2023 – 15/03/2024]

City: Abuja | Country: Nigeria | Website: Seedbuilderng.com | Name of unit or department: 3MTT Program - Business or sector: Education

- Designed and delivered a structured product management curriculum, reaching over 50+ students weekly and achieving a 90% course completion rate, with content tailored to equip students with practical PM skills.
- Mentored students by providing career-focused guidance and actionable feedback on real-world PM challenges, resulting in a 25% internship placement rate at reputable companies.
- Created and optimized course structure by integrating 20+ hands-on projects and case studies, boosting students' practical understanding and real-world problem-solving skills by 40%, as indicated by post-course surveys.

Lead Product manager

FoodCrowdy Agrotech [01/01/2020 – 01/03/2022]

City: Lagos | Country: Nigeria | Website: <https://foodeazy.kyte.site> www.foodcrowdy.com | Name of unit or department: Product Engineering - Business or sector: Administrative and support service activities

As the first Product Manager in the company I laid the foundational product strategy for the team to succeed, I collaborated closely with the founder and CEO to create the vision, mission, and goals of the product, identified and put in place essential KPIs and metrics to ensure our journey towards success. Key achievements in this role would include:

- Created the first product requirement document and roadmaps in collaboration with the engineering team which led to increased stakeholder confidence, this was used in the presentation that raised the seed round of N10 million for the company.
- Collaborated with HR to grow the team to 10+ and assisted in vetting and interviewing suitable candidates. ● Successfully released MVP product that met over 98% of customer satisfaction, this led to increased investor confidence and high-quality customer feedback.
- Released the first major version of the product with over 80% customer satisfaction rate, with over N1 million in revenue in the first week of its release.

Associate Product manager

Flippers [10/01/2018 – 01/01/2020]

City: Benin City | Country: Nigeria

- led the discovery and development of an initiative that doubled monthly revenue growth for 6 months.
- Owned product road map and backlog for the flagship product, driving strategic planning, goal-setting, and successful delivery by infusing agile mindset to improve road map alignments, which led to the development of key features that meet stakeholder expectations.
- Built deep customer empathy through extensive customer research and usability testing to ensure solutions addressed user pain points, this led to the team deploying a critical feature that reduced churn rate by 70%.
- Collaborated with design and development teams of 5+ members to align development efforts by providing insights from data and market research that align 100% with customer's expectations.

Product Consultant

GreenPool [01/06/2023 – Current]

City: Abuja | Country: Nigeria | Business or sector: Information and communication

- Refined the initial product concept through user research and validation, which clarified key customer pain points, resulting in a 30% increase in product-market fit alignment.
- Developed a customer data strategy that identified critical data points for targeted engagement, increasing customer targeting accuracy by 35% and driving a more effective, eco-conscious user base acquisition.

EDUCATION AND TRAINING

Masters Information Systems

University of Innsbruck [23/03/2023 – Current]

City: Innsbruck | Country: Austria | Website: <https://www.uibk.ac.at/de/>

AWS Solutions Architect Associate

Amazon Web Services [30/11/2023 – 30/11/2026]

City: Online | Country: United States | Website: <https://aws.amazon.com/>

Product Management Professional

Aha! [01/07/2023 – 01/08/2023]

City: Online | Country: United States | Website: www.aha.io

Product Analytics

Product School [01/05/2021 – 01/06/2021]

City: Online | Country: United States | Website: <https://productschool.com/>

Generative AI

Microsoft [01/05/2023 – 01/06/2023]

City: Online | Country: United States | Website: <https://learn.microsoft.com/en-us/training/paths/introduction-generative-ai/>