

TAIWO OKEOWO

Technical Product Manager

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Professional Summary

Technical Product Manager with 4+ years of experience building SaaS and fintech products, with strengths in product-led growth, experimentation, analytics, and monetization. Owns the full lifecycle from discovery through launch and optimization, using KPI dashboards, customer feedback, and A/B testing to improve adoption and user experience. Increased company revenue 5x and brings strong technical fluency across APIs, integrations, and cross-functional delivery.

Core Competencies

Product Strategy & Management: Product Strategy & Vision, Product Roadmapping, Product Lifecycle Management, Product Discovery & Market Validation, Prioritization Frameworks (RICE, MoSCoW, WSJF), Business Case Development, Go-to-Market Strategy (GTM), Pricing & Monetization Strategy, Competitive & Market Analysis, Product-Led Growth (PLG), Customer Journey Mapping, Jobs-to-be-Done (JTBD), Voice of Customer, Self-Serve B2B SaaS, Funnel Optimization, Onboarding Flow Optimization

Data, AI & Technical Product Skills: Data Analytics & Product Metrics (KPIs, OKRs), A/B Testing & Experimentation, Data-Driven Decision Making, API Product Management, SaaS Architecture, Generative AI & AI/ML Product Lifecycle, Prompt Engineering, Responsible AI & Data Privacy (GDPR), Technical Documentation

Delivery & Leadership: Cross-Functional Team Leadership, Stakeholder & Executive Management, Executive Communication & Presentation, Requirement Elicitation, BRD, PRD, User Stories, Acceptance Criteria, Backlog Prioritization, Release Management, Agile / Scrum & Hybrid Methodologies, SDLC, Business Analysis, Risk Management

Technical Knowledge: API Integrations, REST APIs, SaaS Architecture, SQL (Basic), System Design Principles, Server Infrastructure, Microservices Concepts, Cloud Computing Fundamentals (AWS, Azure)

AI & Emerging Tech: Generative AI Tools, Large Language Models (LLMs), Prompt Engineering, AI-Assisted Product Development, AI/ML Model Lifecycle Awareness

Methodologies: PMBOK Framework, Agile, Scrum, Kanban, Hybrid, Lean Product Development, Design Thinking, Dual-Track Agile

Analytics & Reporting: Google Analytics, Performance Dashboards, Amplitude, Mixpanel, Power BI, Tableau, Advanced Excel

Documentation: Project Charter, WBS, Risk Register, Change Logs, PRD, BRD, User Stories, Product Requirement Specifications

Tools: Jira, Confluence, Productboard, Figma, Miro, Notion, Trello, Postman, Microsoft Visio, Lucidchart, Draw.io, Visual Paradigm, Enterprise Architect, MS Word, Excel & PowerPoint, Slack, Zoom

Soft Skills: Interpersonal Skills, Customer-First Mindset, Emotional Intelligence, Time Management, Analytical Thinking-, Resourcefulness, Strategic Thinking, Influencing Without Authority, Negotiation

Payroll or HR Technology: Payroll or HR Technology

Work Experience

KS Proprint D.O.O | *Technical Product Manager (Contract)*

Jan 2024 - Mar 2026

- Led end-to-end development of a financial data integration platform for enterprise clients across multiple industries, owning product discovery, PRD development, release management, and post-launch optimization.
- Grew market penetration by 25% in the first year through strategic positioning and competitive differentiation.
- Directed a cross-functional team of 10 (engineering, UI/UX, QA, marketing) using Agile/Scrum, running sprint planning, backlog grooming, and release management.
- Designed and delivered API-based integrations with third-party financial systems, improving platform interoperability and supporting scalable SaaS architecture.
- Built structured customer feedback loops and applied customer journey insights to raise customer satisfaction scores by 40%.
- Developed product analytics dashboards to track adoption, churn, and revenue performance, enabling data-driven decisions on product optimization.
- Led go-to-market strategy, including pricing and monetization model design, launch execution, and sales enablement; partnered with sales and marketing to increase product adoption by 15%.
- Secured and managed approximately \$500,000 in client-funded product investments, overseeing budget allocation, risk mitigation, and vendor negotiations.
- Served as the primary liaison between executive stakeholders and engineering teams, translating business goals into technical priorities and actionable product requirements.

Samsung | *System Analyst*

Jan 2023 - Dec 2023

- Analyzed a web application that failed to load on Samsung Tizen displays, using technical investigation to diagnose root causes affecting all devices.
- Partnered with a 4-person team to evaluate solutions, optimizing data caching to cut load times by 30%.
- Applied web technology and Samsung Smart Signage Platform (SSSP) expertise to resolve 3 critical compatibility issues, improving display performance by 25%.

Tee Network Technology | *Product Development Manager*

Jan 2022 - Dec 2022

- Grew company revenue 5x, from \$10,000 ARR to \$50,000 ARR.
- Led development of a new software product and delivered its payment processing feature, increasing transaction volume by 20%.
- Streamlined the development process with engineering, reducing time to market by 30%.
- Led user research that informed product improvements and raised user experience and satisfaction.
- Managed the product backlog and prioritization to keep delivery aligned with strategic business goals.
- Aligned product development with marketing and sales strategies through cross-departmental communication.

- Built and managed scalable web and mobile applications for clients using modern technologies.
- Served as first point of contact for 20+ clients, explaining product strategy and answering questions.

Gnet Technologies | Associate Product Manager

Feb 2021 - Jun 2021

- Conducted user research and A/B testing to improve UX and feature adoption, supporting UX improvements and feature analysis.
- Contributed to sprint planning and review meetings; reduced time-to-market by 30% by implementing structured Agile sprint workflows.
- Developed monetization and subscription pricing strategies.
- Prioritized the backlog against revenue and strategic objectives.
- Translated business requirements into technical specifications (PRDs, BRDs).

Education

Federal University of Technology, Akure

Bachelor of Technology, Computer Science

Akure, Nigeria

- **Achievements:** Second Class, Upper division.

Certifications

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| • Business Analysis: Project Management Institute | • Google Project Management: Certified Project Manager (CPM) |
| • Agile PM MBA: Job Hackers | • Agile Business Analyst: Scrum Fundamentals |