

Gbenga Sonoiki

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● ABOUT ME

Gbenga Sonoiki is a dynamic and results-oriented Senior Product Manager with proven track record of driving innovation and delivering exceptional results in the tech industry. With over 9 years of diverse experience spanning from product strategy, development, to technical product management. I bring a unique blend of strategic vision, technical expertise, and cross-functional collaboration to the table.

In my portfolio, I led strategic product direction for companies, collaborating closely with engineering and design teams to ensure alignment with market needs and organisational objectives. My notable achievements includes orchestrating a redesign of the underlying architecture to enable seamless scalability and reducing technical debt by double-digit percentages, resulting in improved code maintainability and accelerated feature delivery cycles.

With a Master degree in Big Data Management and a solid foundation in Economics, I bring a unique blend of technical prowess and business acumen to every project I undertake.

Driven by a passion for innovation and a relentless pursuit of excellence, I am eager to leverage my skills and experience to make a meaningful impact in a dynamic and forward-thinking organization.

● WORK EXPERIENCE

01/10/2023 – CURRENT Warsaw, Poland

SENIOR PRODUCT MANAGER ALIBABA GROUP

Strategic Product Direction: Providing strategic direction and leadership in the development and execution of product strategies for Parcel Locker Machines within the APMS, DHL and Cainiao companies, leveraging technical expertise and market insights.

Cross-Functional Collaboration: Collaborating closely with engineering, design, and product operations team to translate product vision into technical requirements, ensuring alignment with architectural standards, scalability, and reliability goals.

Agile Product Development: Championing agile product development methodologies alongside the product operations team, leading cross-functional teams in sprint planning, backlog grooming, and sprint reviews to deliver high-quality product increments on time.

Risk Management: Identifying and mitigating technical risks associated with product development and deployment, ensuring compliance with regulatory requirements, and data privacy.

Technical Product Documentation: Overseeing the creation of technical product documentation, including specifications, API documentation, user guides, and release notes, to support internal teams, external partners, and customers.

Achievement:

- **Scalability Enhancement:** Orchestrated the redesign of the underlying architecture of Parcel Locker Machines, enabling seamless scalability to support a percentage (%) increase in transaction volume, while maintaining high availability and performance standards.
- **Technical Debt Reduction:** Successfully reduced technical debt by double-digit % through a structured refactoring initiative, improving code maintainability, reducing system complexity, and accelerating feature delivery cycles for Product.

Business or Sector Information and communication | **Website** <https://www.cainiao.com/en>

01/03/2023 – 30/09/2023 Warsaw, Poland

TECHNICAL PRODUCT MANAGER APM SOLUTIONS

Product Strategy Development: Spearheading the development and execution of comprehensive product strategies aligned with business goals and market demands for Parcel Locker Machines within the APMS solution company.

Market Analysis: Conducting in-depth market research and analysis to identify emerging trends, customer needs, and competitive landscapes, thereby informing product roadmap decisions.

Product Roadmap Management: Creating and maintaining a clear and prioritized product roadmap, outlining key features and enhancements based on customer feedback, industry insights, and technological advancements.

Requirements Gathering: Working closely with customers, internal stakeholders, and external partners to gather requirements, define user stories, and translate them into actionable product specifications.

User Experience Optimization: Championing user-centric design principles to enhance the usability, accessibility, and overall user experience of Parcel Locker Machines, driving customer satisfaction and retention.

Notable Achievements:

- **Introduction of Innovative Features:** Introduced innovative features to the Parcel Locker Machines product line, including advanced security protocols, real-time tracking capabilities, feedback mechanism and customization user interfaces, resulting in improved efficiency and user experience by 15pp.
- **Revenue Growth and Market Penetration:** Played a pivotal role in driving significant revenue growth and market penetration for Parcel Locker Machines within the APMS solution company, through targeted product enhancements, strategic partnerships, and effective go-to-market strategies

Business or Sector Information and communication | **Website** <https://www.apm-solutions.pl/>

01/07/2019 – 28/02/2023 Warsaw, Poland

PRODUCT OPERATIONS MANAGER BOLT LNC.

Performance Management: Responsible for ensuring all digital marketplace products are managed and operated in an efficient manner to achieve desired performance goals. This includes managing product development from conception to launch, including budgeting, resource allocation, and project management.

Process Management: Overseeing product delivery, managing product process? and developing business processes while focusing on making business-critical decisions and unraveling complex business cases with advanced analytics.

Stakeholder and change management: Ensure that all stakeholders are fully informed of changes that could impact their interests while ensuring stakeholders are consulted and involved in decision-making processes.

Accomplishment:

- Increased customer satisfaction by 19% in 2021 by overseeing the development of Bolt's innovative products and features.
- Improved Bolt's market share by 12% by launching low-cost products through market trend analysis and customer feedback.
- Manage the product life cycle from concept to launch and provide post-launch support.

Business or Sector Transportation and storage | **Website** <https://bolt.eu>

01/06/2017 – 30/06/2019 Lagos, Nigeria

PRODUCT SPECIALIST BOLT INC.

Product Development and Enhancement: Spearheaded the development lifecycle of multiple products within Bolt's portfolio, from inception to launch. This included gathering customer feedback, and collaborating closely with cross-functional teams to ensure alignment with strategic objectives

Market Analysis and Strategy: Conducted comprehensive market analysis and competitor research to identify opportunities for product differentiation and improvement. Utilized insights to formulate strategic plans that strengthened Bolt's position in the transportation market.

Customer Engagement and Support: Acted as a primary point of contact for customer inquiries, feedback, and issue resolution related to Bolt's products. This developed deep insights into customer preferences, translating them into actionable product improvements and features.

Training and Documentation: Developed training materials and conducted sessions to educate internal teams, stakeholders, and customers on new product features and updates.

Performance Monitoring and Optimization: Implemented robust metrics and analytics frameworks to monitor product performance and user engagement.

Accomplishments:

- Developed and implemented effective product operations strategies to improve the customer experience, increase customer retention, and drive revenue growth in the Nigeria market by 17% in 2018.
- Led initiatives that transformed product operations to reduce operating costs by 25%.

Business or Sector Transportation and storage | **Department** Product Management | **Website** <https://bolt.eu/ng>

18/11/2016 – 24/05/2017 Lagos, Nigeria

PRODUCT OPERATIONS LEAD LIDYA

Enhanced Customer Experience Program: This initiative resulted in improved customer acquisition rates, enhanced satisfaction ratings, and increased customer retention, positioning Lidya as a leader in customer-centric financial services.

Team Leadership and Mentorship: Successfully coached and mentored a team of product operations specialists to achieve heightened productivity and efficiency levels. Through targeted guidance, I fostered a culture of continuous improvement and teamwork within the department.

Strategic Product Operations: Led the development and execution of a comprehensive product operations strategy that streamlined workflows and optimized operational performance. This approach not only improved internal processes, but also facilitated faster time-to-market for new products and features.

Customer Feedback Analysis: Utilized advanced analytics to analyze customer feedback and behavior patterns, providing actionable insights to refine and enhance the customer experience continuously.

Accomplishments:

- Collaborated with the product and engineering team to source and design a workflow document (document studio) to automate and streamline processes which grew performance by 8%;
- Initiated and drove internal initiatives like product community that up-leveled the Product organisation's process and efficiency by 43% in customer engagement.

● **FREELANCE EXPERIENCE**

02/01/2021 – 30/04/2023

Product Manager - SV Gaming Limited

Defining and Executing Product Strategies: I adeptly defined and executed comprehensive product strategies tailored to meet company goals and capitalize on emerging market trends which successfully achieved a 5% increase in user engagement and retention through the implementation of innovative features and game mechanics.

Conducting Market Research and Analysis: Utilizing market research methodologies to conduct in-depth analyses to uncover user preferences, competitive landscapes, and emerging market trends. This strategic approach resulted in a significant 6% growth in user acquisition through targeted feature enhancements and market positioning strategies.

Prioritizing User Experience and Feedback: Central to my role was optimizing user experience through iterative design improvements informed by user feedback loops and usability testing. This iterative approach yielded a remarkable 15% increase in overall user satisfaction and engagement, enhancing retention rates and driving organic user acquisition.

Optimizing Monetization Strategies: I formulated and optimized monetization strategies utilizing advanced analytics and A/B testing frameworks. Through data-driven decision-making, I achieved a 9% increase in revenue by refining in-app credit model and easy withdrawal model.

Achievements:

- Spearheaded the development and successful launch of a LIVE gaming feature that surpassed 1 million usage within six months, showcasing strategic vision and technical leadership in product management.
- Successfully pivoted product strategies in response to market dynamics, achieving a notable 25% increase in user engagement during a critical market shift, demonstrating adaptability and strategic foresight in product management.

Link <https://www.betking.com/>

02/03/2017 – 04/12/2019

Associate Product Manager - KC Gaming Networks Limited

Product Development and Management: As a freelance consultant for KC Gaming, I collaborated with cross-functional teams to develop and manage new gaming products from concept to launch, ensuring alignment with market trends and consumer demands.

User Experience and Feedback: I collected and analyzed user feedback to guide product decisions and prioritize feature development. I conducted user testing to ensure products met user needs and provided a seamless experience.

Market Research and Competitive Analysis: I conducted thorough market research to stay updated on industry trends and emerging technologies. I analyzed competitor products to identify strengths, weaknesses, and market opportunities. I utilized market insights to help shape product strategy and positioning.

Communication and Documentation: I prepared and delivered presentations to stakeholders on product updates, strategy, and performance. I maintained comprehensive documentation for all product-related processes, decisions, and updates.

Key Achievements:

- Successfully launched three gaming products under Virtual Casino within a specific period, resulting in a 5 percentage point (pp) increase in virtual gaming category revenue.
- Enhanced user engagement by 30% through targeted feature updates and enhancements based on user feedback.
- Identified and capitalized on a market opportunity, leading to the development of a new product line and contributing to a 15% market share growth.

Link www.bet9ja.com

PROJECTS

01/02/2019 – 19/11/2021

Towva.co App

As founder and visionary at Mecho Tech Ltd., I spearheaded the development and launch of Towva.co, a groundbreaking app revolutionizing the tow-vehicle hailing industry.

Towva.co provides instant, reliable assistance with just a tap on your smartphone, ensuring safety and affordability for vehicle owners in need. Our platform connects users with vetted tow vehicle operators, offering transparent pricing and real-time tracking capabilities.

Key Achievements:

- **Instant Accessibility:** Enabled users to request assistance promptly, enhancing customer satisfaction.
- **Transparent Pricing:** Implemented clear pricing structures to eliminate surprise charges.
- **Safety and Reliability:** Established rigorous vetting processes for drivers to ensure top-notch service.
- **User-Centric Design:** Engineered an intuitive app interface for seamless navigation and optimal user experience.
- **Driver Empowerment:** Supported local drivers by providing steady income opportunities and fostering community growth.

Impact: Towva.co has redefined the towing service experience by prioritizing customer safety, affordability, and efficiency. As a result, we've earned the trust of a growing user base and positively impacted local economies through driver support.

Vision: Moving forward, Towva.co aims to expand its reach and enhance its services, continuing to innovate in the realm of on-demand vehicle assistance. Join us in transforming the way people access tow services—download Towva.co today and experience the future of towing at your fingertips.

Link <https://laughing-bell-472183.netlify.app/>

01/10/2019 – 30/10/2023

Twooods Sport Prediction App

In the rapidly evolving landscape of iGaming, I had the privilege to pioneer **Twooods by Urello Technologies Limited**. This innovative platform seamlessly integrates sports analytics with predictive technology, designed to empower both sports enthusiasts and bettors.

As a Co-founder, I led the development and launch of the Twooods Sport Prediction app, a cutting-edge platform available on the Play Store. Twooods app revolutionizes the approach to sports betting by delivering expertly curated predictions daily across diverse sports disciplines such as football, basketball, tennis, and more.

Key Features and Functionality:

- **Daily Predictions:** Users receive meticulously researched predictions each day to inform their betting decisions.
- **Category Customization:** Tailored categories allow users to focus on specific sports leagues and events that interest them most.
- **Subscription Plans:** Flexible subscription options cater to different user preferences, offering various durations and levels of access.
- **Accuracy and Reliability:** Our predictions are backed by rigorous statistical analysis and expert insights, emphasizing precision and dependability.
- **User Engagement:** Interactive features like comments, ratings, and social sharing foster a vibrant community around betting insights.
- **Notification System:** Real-time alerts keep users informed about new predictions and developments.

EDUCATION AND TRAINING

01/07/2022 – 30/07/2024 Warsaw, Poland

MASTER OF SCIENCE Uczelnia Łazarskiego w Warszawie

Website <https://lazarski.pl/pl>

01/03/2006 – 11/11/2010 Ondo, Nigeria

BACHELOR OF SCIENCE Adekunle Ajasin University, Akungba-akoko

Website <https://aaau.edu.ng/>

LANGUAGE SKILLS

Mother tongue(s): **ENGLISH**

DIGITAL SKILLS

Microsoft Office | JIRA | Business Analysis | Microsoft Excel | Confluence | iGaming Platform | Product Management | Project Management | SQL | Marketing Strategy | A/B Testing | Customer Onboarding | Product Strategy | Product Backlog Management | Business-to-Business (B2B) | Product Design | User Insight for Product Decisions | Feature Prioritization | Technology Product Development | Technical Documentation | iGaming

Thank you for your time. Let us create magic together.