Gbenga Sonoiki

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👤 Profile

Senior Product Manager with over 9 years of experience in driving innovation within the tech industry. I successfully redesigned product architecture, enhancing scalability and reducing technical debt, which improved code maintainability. My strong background in product strategy and technical management enables me to bridge gaps between engineering and design, delivering solutions that align with market demands and organizational goals.

🎓 Education

Nigeria

Economics | Bachelor of Science
Adekunle Ajasin University

Poland

Big Data Management | Master of Science
Uczelnia Łazarskiego

💼 Work Experience

present
United State America

Senior Product Manager
Polly

- Led the development of a new product feature that increased user engagement by 30%, which ultimately boosted overall customer satisfaction and retention rates.
- Analyzed customer feedback and market trends to prioritize the product roadmap, which resulted in the successful rollout of three new features that directly addressed user needs and drove a 20% increase in sales.
- Mentored a team of junior product managers, guiding them through best practices and helping them grow their skills, which strengthened the team's overall performance and innovation capabilities.
- Collaborated with cross-functional teams to launch a marketing campaign that resulted in a 25% increase in user acquisition, helping the company expand its market reach effectively.
- Implemented a streamlined process for product launches, reducing time-to-market by 20%, which allowed the team to respond more quickly to market demands and opportunities.

Warsaw, Poland

Senior Product Manager
Alibaba Group

- Led the development of a new e-commerce feature that increased user engagement by 30%, which directly contributed to a 15% rise in sales during the holiday season. This initiative not only enhanced the shopping experience but also attracted new customers to our platform.
- Spearheaded a cross-functional team of designers, engineers, and marketers to launch a mobile app update, resulting in a 25% increase in app downloads and a significant improvement in user ratings. By aligning efforts across departments, we created a more seamless and enjoyable user experience.
- Conducted extensive market research and customer feedback sessions, which informed the successful redesign of our product line. This led to a 20% boost in customer satisfaction scores, helping us better meet the needs of our users and

🗃 Work Experience

stay competitive in the market.
- Established key performance indicators (KPIs) for product success, enabling the team to track progress more effectively and make data-driven decisions. This clarity helped streamline our development process and ensured that we were always focused on delivering value to our customers.

Warsaw, Poland

Technical Product Manager
APM Solutions
- Led the development of a new product feature that increased user engagement by 30%, which helped drive overall revenue growth by enhancing the customer experience.
- Coordinated cross-functional teams to launch a major software update on time and under budget, ensuring that all departments were aligned and minimizing disruptions.
- Analyzed user feedback and market trends to prioritize the product roadmap, which resulted in the successful release of two high-demand features that significantly boosted customer satisfaction scores.
- Established a streamlined communication process between engineering and marketing teams, helping to reduce miscommunication and speeding up the go-to-market strategy for new products.

Warsaw, Poland

Product manager
Bolt Inc
- Led the development of a new ride-sharing feature, which increased user engagement by 30% within six months, helping to enhance customer satisfaction and retention.
- Collaborated closely with cross-functional teams, including engineering and marketing, to launch a successful promotional campaign that resulted in a 25% rise in new user sign-ups during a competitive quarter.
- Streamlined the product feedback process by implementing a new system for gathering and analyzing user insights, which improved decision-making speed and ultimately led to a 15% increase in feature adoption rates.
- Directed the roadmap for product enhancements, prioritizing user needs based on data analysis, which helped ensure that our offerings remained competitive and aligned with market trends.

Lagos, Nigeria

Product specialist
Bolt Inc
- Collaborated with cross-functional teams to launch a new product feature, which increased user engagement by 25%, helping to enhance the overall customer experience and retention rates.
- Analyzed customer feedback and market trends, leading to the successful implementation of three key product improvements, which aligned our offerings more closely with user needs and drove a 15% boost in satisfaction scores.
- Developed and delivered training sessions for sales and customer support teams, ensuring they were well-equipped to communicate product benefits effectively, which resulted in a 30% increase in successful upsells during the first quarter following the training.
- Streamlined the product development process by introducing agile methodologies, which helped reduce time-to-market for new features by 20%, allowing the company to stay competitive in a rapidly changing industry.

Lagos, Nigeria

Product Operation Lead
Lidya
- Led cross-functional teams to streamline product operations, which improved efficiency by 30% and reduced time-to-market for new features. This collaborative approach helped different departments work better together, ultimately benefiting our customers with faster updates.
- Developed and implemented a comprehensive training program for the operations team, which increased their productivity and satisfaction scores by 25%. By focusing on skill enhancement, I empowered team members to take

Work Experience

ownership of their roles, leading to better performance overall.
- Analyzed customer feedback and market trends to refine our product strategy, which contributed to a 20% increase in user engagement. By aligning our offerings with customer needs, we were able to create a more compelling product that resonated with our target audience.
- Established key performance indicators (KPIs) for product teams, which helped track our success and identify areas for improvement. This data-driven approach enabled us to make informed decisions that drove growth and enhanced our overall product quality.

Lagos, Nigeria

Product manager
SV Gaming Limited
- Led the launch of a new gaming title, which generated over $5M in revenue within the first three months, helping to significantly boost the company's market presence and brand recognition.
- Collaborated with cross-functional teams to refine product features based on player feedback, resulting in a 30% increase in user engagement and satisfaction scores, which directly contributed to a stronger community around our games.
- Developed a data-driven strategy for prioritizing features and updates, helping the team focus on the most impactful changes, which reduced development time by 20% and improved overall product quality.
- Established partnerships with key influencers in the gaming community, which enhanced our marketing reach and led to a 50% increase in pre-launch sign-ups for upcoming releases.

Lagos, Nigeria

Associate Product manager
KC Gaming Networks Limited
- Collaborated with cross-functional teams to launch a new gaming feature, which increased user engagement by 25% within the first month, helping to boost overall player retention rates.
- Analyzed user feedback and market trends to prioritize product enhancements, resulting in a 15% increase in customer satisfaction scores, which ultimately fostered a more loyal user base.
- Developed detailed product roadmaps that outlined key milestones and deliverables, ensuring all team members were aligned and projects were completed two weeks ahead of schedule, which improved our time-to-market significantly.
- Conducted A/B testing on game mechanics, providing insights that led to a 30% increase in in-game purchases, which directly contributed to the company's revenue growth.

Languages

– LANGUAGES
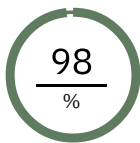
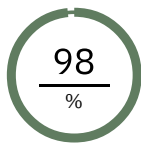| English	Polish	Yoruba
Native	**Elementary**	**Native**

Skills

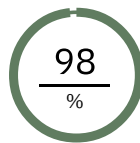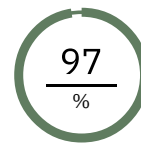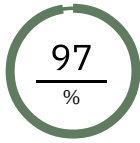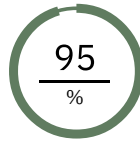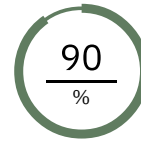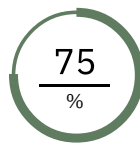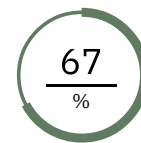|			
98%	**98%**	**98%**	**97%**
Product Management	Product Backlog Management	Business-to-Business-Customer (B2B2C)	Project Management
97%	**97%**	**95%**	**90%**
Feature Prioritization	Product Development	Product Strategy	Atlassian - JIRA, Confluence
89%	**86%**	**75%**	**67%**
Microsoft Office	iGaming	Business Analysis	Marketing Strategy
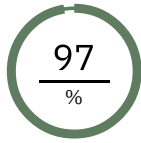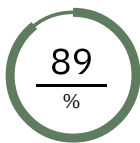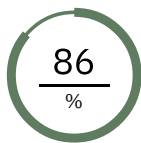
Projects

Lagos, Nigeria

Founder
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.

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

- Launched the Towva.co app, which streamlined event planning for over 1,000 users, significantly enhancing their experience and engagement.
- Developed a user-friendly interface and integrated feedback mechanisms, leading to a 30% increase in user retention within the first six months.
- Established partnerships with local vendors, which helped to expand the app's offerings and boost user satisfaction by 25%.
- Implemented a data analytics system that provided insights into user behavior, allowing for targeted improvements that increased overall app functionality by 40%.

Lagos, Nigeria

Co-founder
Twoodds Sport Prediction App

In the rapidly evolving landscape of iGaming, I had the privilege to pioneer Twoodds 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 Twoodds Sport Prediction app, a cutting-edge platform available on the Play Store. Twoodds app revolutionizes the approach to sports betting by delivering expertly curated predictions daily across diverse sports disciplines such as football, basketball, tennis, and more.

Publications

01/2024

Unlock the Power of Data in Product Development
https://lnkd.in/dqc4DpHw

In today's fiercely competitive market, making decisions based on assumptions is no longer an option. Market analysis and data-driven insights are the backbone of successful product roadmaps. They guide us from raw data to strategic, customer-focused product plans that stand out in the market.

09/2024

Harnessing Advanced Analytics for Strategic Product Operations
https://www.linkedin.com/pulse/harnessing-advanced-analytics-strategic-product-gbenga-sonoiki-xa0zf/?trackingId=fxHPwZomm2RqcFzDcU%2Bd8w%3D%3D

The role of product operations is significant in every organization and most crucial for technology and product-based companies. Fundamentally, product operations entail all activities, resources, and approaches that facilitate the successful launch, deployment, and management of products. Every operation in a company is expected to follow a set strategic principle in order to create harmony in the general direction of the business and facilitate development. Strategic product operations, therefore, involve a more deliberate and data-driven approach to managing the product life-cycle, from ideation to launch and beyond.

12/2024

The Role of Technological Innovation in Sustainable Business Growth
https://www.ijisrt.com/the-role-of-technological-innovation-in-sustainable-business-growth

This paper establishes the contribution of technological innovations toward sustainable business growth through Apple and Google and the relationship between technological innovation, environmental sustainability, and social impacts. This research employs the case-study method to address holistically the implications of technological innovation on sustainable business growth, with a focus on the selected firms of Google and Apple as cases. The research focused on these tech giants because they are the pioneers who have a massive influence on technological innovation.

05/2025

The Role of Data Analytics in Optimizing Product Lifecycle Management
https://ijirt.org/article?manuscript=168494

Product Lifecycle Management (PLM) is a strategic model that helps manufacturing companies manage a product through its life cycle, right from design to disposal. However, there is a dearth of literature on how has been implemented and optimized within PLM processes to improve productivity and product quality. This study therefore seeks to provide a comprehensive review of the literature on the application of data analytics in enhancing PLM, and the benefits and challenges associated with its implementation.