Olaitan Odulaja

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RELEVANT EXPERIENCE

ESTATE INTEL | Lead Product Manager, Payments, Data and Research (B2B and B2C)   Lagos, NGN | Nov 2021 – Present

- Led the UI/UX and engineering teams to design and develop Africa's first-ever real estate market real-time dashboards that led to the acquisitions of customers like JLL, Actis and over **£50,000** in annual subscriptions.
- **Researched market opportunity, defied customer segmentation and value proposition** as well as new pricing for the company's **B2B subscription service** that is currently doing **£15,000** in MRR.
- **Prioritised product roadmap** with the CEO, Growth lead and Engineering lead while ensuring it aligns with **company vision, OKRs** and market needs. Owned and managed P&L to ensure sustainability.

ESTATE INTEL | Product Manager, Internal Property Management Software   Lagos, NGN | Nov 2020 - Present

- Led the Engineering and UI/UX team in the development of an **internal property management system** that houses over **5,000 properties with nearly 6,000 data points**. Balanced tradeoffs between speed and customer experience.
- Designed a property uploading process that increased business efficiency by 40% while managing the UI/UX, data science and development teams to automate redundant computations using machine learning.

URANUS ACADEMY | Product Manager Tutor (Contract)   Lagos, NGN | Dec 2022- Present

- Devised and delivered a comprehensive 6-week product management program for students with no prior product management experience.
- Led and managed the marketing, organising and onboarding of students.

VALUE JET AIRLINES | Product Manager, Flight Bookings and Payments   Lagos, NGN | Nov 2020- May 2021

- Collaborated with stakeholders to re-architect a multi-page vanilla JS flight booking website into a multi-page app using React and integrated multiple payment options, resulting in an MoM revenue lift of $2m immediately after the pandemic.

VALUE JET AIRLINES | Software Engineer   Ikeja, NGN | May 2020 – May 2021

- Built the first version of the flight booking engine used by over **100,000 users** using React JS, Tailwind, and ReactHooks.
- Integrated payment gateways for both Naira and USD payments that accounted for 86% of flight booking revenue.

VALUE JET AIRLINES | Data Analyst   Ikeja, NGN | Dec 2019 – July 2020

- Built a Logic-Based 3-page Power BI dashboard for stakeholders that take in 1000s of flight data daily and track key metrics such as Revenue to Date and other Key Performance Indicators. This dashboard is used for every monthly meeting.
- Conducted due diligence to ensure optimal investment allocation into the next potential flight routes by analysing 100,000s rows of previous flight data to forecast revenues which eventually lead to revenue of up to $500,000 monthly.

LIVE PROJECTS

RESIDE ↗   FOUNDER, PRODUCT MANAGER
Financial property management software for property owners and agents

VESPER ↗   DATA ANALYST, PRODUCT MANAGER
A real-time automated valuation investment assistant for Africa

LOCKTOR ↗   QUALITY ASSURANCE, PRODUCT OWNER, TESTER
A password manager tool that totally encrypts user data cryptographically

ROOFONE ↗   PRODUCT MANAGER, FOUNDER, MARKETING LEAD

A real estate marketplace for first-time homebuyers. Transacted **£700,000 in Gross Merchandise Volume** and made **£17,000 in revenue**.

SKILLS

Languages: Python, JavaScript, SQL
Product: strategy, analytics, prioritization, marketing, execution
Web Development: React, JavaScript, TypeScript, HTML/CSS, Figma
Technology: Metabase, Mixpanel, Excel, Google Analytics, Jira, PowerBI, Salesforce, Git, GCP, Docker, LaTeX, Data Modelling

EDUCATION

Masters in Business Administration, General (MBA) London, UK | 2022
UNIVERSITY OF WEST LONDON
Coursework: Financial Modelling, Strategy; Leadership; Global Marketing; Critical Thinking

Bsc. Electronic and Electrical Engineering Osun, Nigeria | 2019
OBEFEMI AWOLOWO UNIVERSITY
Coursework: Control systems; Power Systems; Programming ; Networking; Data Analytics

Professional Scrum Master (Ongoing) Global | 2023
SCRUM ORG
Coursework: Scrum; Agile Systems; Product Owner; Sprint Retrospective; Sprint planning