



Okechi Bright Uwaomah

eCommerce/ Marketplace | Product Management | Strategy | Sales & Marketing

Paris, France

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Languages

- Dutch (Basic)
- English (Native)
- French (Work Proficiency)

About

A focused and results-driven product strategist with 9+ years of broad experience across E-commerce, Luxury and Retail . Skilled in manual testing and creating test plans. Successful in building strategic product roadmaps, collaborating with product team, managing product test cycles and providing sales support.

BRANDS WORKED WITH

- Jumia
- Konga
- Lux Afrique
- Luxe Corp.
- Schneider Electric
- Uniqlo Europe Ltd

Experience

● Sr PRODUCT STRATEGIST - ECOMMERCE

Uniqlo Europe Ltd | Mar 2021 - Oct 2022

Strategy Lead: Responsible for shaping the vision and strategy and translating these into functional roadmaps and backlogs, to clarify what my team of designers, developers and online marketers will work on.

Collaboration: Analyse the market landscape to Identify new uses, and user needs and make recommendations on new uses/features and collaborate with internal team to implement.

Business Development: Led development of new products/services with focus on customer needs and value proposition by spotting arising trends, prioritising customer feedback.



● Product Manager

Lux Afrique | Aug 2020 - Feb 2021

Led project of newly launched E-commerce product to increase product adoption.

Strategic Roadmap Contribution: Collaborated with product team to build strategic product roadmap to ensure the overall achievement of product objectives and determine product vision, positioning, and direction.

Product Testing: Responsible for payments efficiency and executed manual regression test across 5+ functional product areas surpassing team efficiency averages by 25% against work completion deadlines.

QA & Testing : Assisted in developing 100+ test plans and test cases, including performance test plans and security test plans

Collaboration: Performed functional tests on 7 software projects and collaborated with 4 different software development engineers to build a deep understanding of features and architecture prior to testing.

Marketing and Sale Support: Provided the sales team with competitor analysis, market analysis, business performance analysis, and other research information. Making sure that product launch activities align with marketing activities.

Product Lifecycle Management: Oversaw product lifecycle management with constant feedback from customers and identified new opportunities for service/feature improvements, and cost reductions.



● Digital Strategy Consultant - MBA project

Schneider Electric | May 2020 - Jun 2020

Led project consulting team of five assigned to evaluate and devise strategic recommendations for Schneider Electric Exchange B2B digital

marketplace platform.

Market Intelligence • Go-To-Market Strategy • Team Management

● **BUSINESS DEVELOPMENT PROJECT MANAGER**

Luxe Corp. | Jan 2018 - Apr 2019

Managed the development and commercial operations of Luxury Connect Africa, a pioneer business resource & B2B Marketplace platform, covering EMEA regions.

- Project Management
- Business Development
- Retail Expansion Strategy
- Supplier Negotiations and Partnerships

● **CATEGORY MANAGER - MENSWEAR & SPORTS**

Jumia | Jul 2015 - Dec 2017

Oversaw the regional commercial expansion project in 3 new markets (Ivory Coast, Kenya, Morocco). Focusing on Marketplace business scale up, Business development and Strategic partnerships. In this role i managed 8 direct and +50 indirect reports.

- Business Development
- Retail Performance and Insights
- Purchasing Management
- Business Transformation Lead

● **Lead Buyer/Key Account Manager**

Jumia | Jan 2014 - Jul 2015

Key Account Management

- Buying Management
- Process Improvement



● **SS I N E S S ANALYST**

Konga | Aug 2011 - Dec 2013

Project Manager

- Process Improvement

Education & Training

2019 - 2020

● **EDHEC Business School**

Master of Business Administration - Global MBA , Digital Innovation

2016 - 2017

● **Chartered Institute of Procurement & Supply**

Advanced Diploma, Logistics and Supply Chain Management

2006 - 2010

● **Covenant University**

Bachelor of Science (Business Economics), Business Economics