



Okechi Bright Uwaomah

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

Paris, France

Okechi Bright is available for hourly consulting only

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Work Preference

Location: Open to relocate

Pattern: Open to Full time or Part time work

Employment: Permanent Positions, Freelance Assignments, Hourly Consulting

Skills

Business Development (Advanced)

Account Management (Advanced)

Consulting (Intermediate)

Data Analytics (Intermediate)

Project Managers (Intermediate)

Relationship Building (Advanced)

User Experience (UX) (Intermediate)

Product Testing

Product Management

Digital Strategy

Languages

Dutch (Basic)

English (Native)

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



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 ESS 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