

# Kent-Adebayo, John

## Senior Product Manager

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### PROFILE SUMMARY

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Seasoned Product and Program Manager with over 8 years of experience in leading and executing high-impact projects across various sectors. Skilled at managing product life cycles from concept to launch, driving significant user growth, and enhancing client satisfaction. Proven proficiency in increasing revenue, optimizing team efficiency, and securing substantial funding for digital initiatives. Skilled in strategic planning, market research, and customer engagement, with notable achievements in both tech and educational sectors. Committed to leveraging expertise to deliver innovative solutions and drive organizational success.

### CORE SKILLS

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- Strategic Planning & Execution
- Stakeholder Engagement & Management
- User Experience (UX) Design
- Program Management
- Project Management
- Product Management
- Agile
- Scrum
- Customer Feedback Integration
- Business Development
- Revenue Growth Strategies
- Client Onboarding & Retention

### PROFESSIONAL EXPERIENCE

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#### Group Product Manager

August 2022 Till Date

#### ATB TECH

##### *Key Responsibilities & Achievements:*

- Achieved a 25% quarter-over-quarter growth in active users, increasing the overall user base by 40% in the first year post-rebranding.
- Achieved a 25% quarter-over-quarter growth in active users, increasing the overall user base by 40% in the first year post-rebranding. Increased average revenue per user (ARPU) by 15% through the introduction of premium features and tiered subscription plans as Technical Product Manager for NotchHR (formerly Myxalary).
- Enhanced customer retention by 18%, reducing churn rate by 12% over a one-year period. Improved cross-functional team efficiency, resulting in a 20% increase in the number of features delivered on time and within budget as Senior Product Manager for NotchCRM (formerly NotchCX).
- Improved cross-functional team efficiency, resulting in a 20% increase in the number of features delivered on time and within budget.

#### Senior Program Manager

July 2022 - March 2023

#### Grazac

##### *Key Responsibilities & Achievements:*

- Achieved a 20% growth in student participation through strategic partnerships with educational institutions and local communities.
- Achieved a 30% increase in job placement rates year-over-year, with a 40% rise in the average starting salary for placed students.
- Achieved a 40% growth in certifications earned by students, leading to a 50% improvement in their employability scores.

- Reduced the time-to-hire for graduates by 25%, enhancing the efficiency of the recruitment process and ensuring a continuous supply of tech talent to industry partners.

### **Growth Lead**

**July 2021 - June 2022**

#### **Spaceet Technologies**

##### ***Key Responsibilities & Achievements:***

- Achieved a 10% growth in the number of active hosts, contributing to a broader selection of accommodations and enhancing the platform's appeal to potential guests.
- Increased repeat bookings by 15%, leading to higher platform engagement and sustained revenue growth.
- Expanded market share by 20% in key regions, establishing the platform as a preferred choice for both hosts and guests.
- Reduced project delivery time by 25%, enabling faster deployment of new features and enhancements that improved user experience for both hosts and guests.

### **Product Marketing Manager**

**2019 - 2020**

#### **Africa Trainovation Consulting**

##### ***Key Responsibilities & Achievements:***

- Secured a 25% increase in student enrollment through innovative marketing strategies and targeted recruitment campaigns, significantly boosting program visibility and accessibility.
- Delivered a 35% improvement in graduate employment rates, with a 45% increase in the number of students securing roles in top-tier companies, resulting in enhanced career prospects and program reputation.
- Facilitated a 30% growth in advanced certifications earned by students, leading to a 40% improvement in their professional skill sets and readiness for industry challenges.
- Cut the average time-to-placement by 20%, optimizing the talent acquisition process and ensuring a continuous pipeline of highly qualified graduates for employer partners.

### **Product Manager (Contract)**

**2019 - 2020**

#### **TopFX**

##### ***Key Responsibilities & Achievements:***

- Successfully converted a fixed-price prototype contract into three long-term time-and-material projects by building strong, trusted relationships between the team and clients, resulting in a 60% increase in project value.
- Led the recruitment of talented individuals and managed the product development process from start to finish, which contributed to a 25% improvement in product quality and timely delivery.
- Conducted targeted market research for the Nigerian market, leading to a 20% increase in the relevance and competitiveness of the liquidity solutions offered by TopFx.
- Consistently ranked in the department's top 3 for completed tasks, achieving a 95% task completion rate and contributing to the overall success of the product development team.

### **Product Lead Strategist**

**2015 Till Date**

#### **Cre8ng Digital**

##### ***Key Responsibilities & Achievements:***

- Built and managed multiple products from concept to launch, resulting in a 90% success rate in turning client ideas into fully functional and market-ready tech products.
- Conducted comprehensive market research for both the Nigerian market and the diaspora, leading to a 25% increase in product-market fit and client satisfaction.
- Here are two achievement statements tailored for a consulting firm:

- Led the development and management of multiple client projects from concept to launch, achieving a 90% success rate in delivering market-ready tech products that meet client objectives and exceeded industry standards.
- Conducted in-depth market research and developed strategic product roadmaps, resulting in a 30% improvement in client retention and a 25% increase in product-market fit, ensuring that solutions were tailored to both local and international markets.

## KEY ACHIEVEMENTS AND COMMUNITIES

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- Secured \$30K from the US Consulate to lead digital literacy training for females in Ogun State under the empowerHER initiative.
- Group Product Manager: ATB TECHHUB
- Founder: Abeokuta Tech Fest 2024
- Technical Product Manager (Contract): Techzone Academy, 2023 Till Date
- Lead Instructor at Fate Foundation
- Co-Founder: Ogun Tech Community
- Community Advocate: Friends of Figma

## EDUCATIONAL BACKGROUND & PROFESSIONAL CERTIFICATIONS

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- Bachelors of Science in Computer Science || Federal University of Agriculture, Abeokuta, June 2018
- Certified Product Manager, Entry Level (CPM), July 2022
- Certified Product Marketing Manager (PPM) || Product School, July 2022

## REFEREES

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Available on request