

MUYIWA ONI

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LEAD BUSINESS ANALYST / PROJECT MANAGER

Product Management | User Journeys | Roadmaps | Design | Analytics | Storytelling & Strategy | Shipping Product

HIGHLY MOTIVATED with 5+ years experience leading cross-functional agile teams through the software development life cycle, utilizing design thinking to deliver both consumer facing and enterprise grade products. STRATEGY LEADER in product management and user experience strategies, including: internal support; on-boarding and sales strategies; and engineering support, which drove product vision. EMOTIONALLY INTELLIGENT and comfortable working through ambiguity, with solid technical & analytical ability, strong organizational skills, attention to detail & the ability to manage multiple projects with tight deadlines.

QUALIFICATIONS SUMMARY

Software/Tech	MS Project, MS Office, Excel, SQL, Python, R, JIRA, Confluence, Qualtrics, Balsamiq, Mixpanel, Tableau
Testing	Quality Assurance, Usability, Accessibility, Multivariate (A/B) Testing, Data Science
Design	Design Thinking, Jobs-To-Be-Done, UX/UI Design, SaaS, Web Services, Mobile Apps, API Integrations
Product Management	Agile, Scrum, Sprint Planning, Requirements Gathering, Feature Prioritization, User Research, Roadmapping, Backlog Grooming, Trends & Regulations, Marketing Strategy, Research & Development
Business Management	Appreciative Inquiry, Due Diligence, Report Preparation, Presentations, KPI, OKR, Budgeting, Team Building & Talent Management, Intentional Change Theory, Lean Operations & Continuous Improvement, Customer Care, Financial Statement Analysis, Accounting & Valuation Methods, (Virtual) Meetings Facilitation
Languages	English, Spanish
Passions	Communication & Network-building; Business Modeling & Analytics; Ecological Literacy; Data Privacy

EXPERIENCE

OWEN SOFTWARE

Rockville, MD

Maker of academic & career planning solutions; B2B/B2B2C SaaS

Product Lead, BI/ML

| 07/2018 – Present

- Led team of four ML researchers to implement novel natural language models; Conducted experiments and packaged models for new product offerings
- Conducted national surveys in coordination with market research partners; Guided data analysis and create custom, proprietary reports and other data products

Product Engineer & Content Manager

| 01/2011 – 08/2015

- Led interdisciplinary team (writers/designers/engineers) to design and develop flagship academic & career planning MVP; Defined epics with business value, digested work into functional user stories & acceptance criteria, prioritized efforts and coordinated with stakeholders (executives/engineers/designers/data scientists/sales/customer success) throughout agile product lifecycle
- Led cross-functional teams in development of in-house data collection, manipulation, and storage functionality to make hybrid cloud manageable from single dashboard. Work saved company \$100K annually in 3rd-party fees

COLLIER & ASSOCIATES

Cleveland, OH

A law and consulting firm serving the dental profession; B2B

Digital Marketing Lead

| 10/2017 – 06/2018

- Guided transition from paper-based logistics to a mixed-digital marketing platform and implemented campaigns in new channels that led to increase in subscription business sales

FOWLER CENTER

Cleveland, OH

A CWRU Center for Business as an Agent of World Benefit

Graduate Fellow

| 08/2015 – 08/2017

Independent Research Projects in Pricing Strategy & Business Design

- Led value-based pricing strategy of the *Global Forum for Business as an Agent of World Benefit* resulting in first profitable instance of the semi-annual event attracting 500+ attendees
- Completed 4 mo. exploration of business model designs with potential to transform patient treatment in ICU, leveraging AI; Presented *Realtime Integrated Critical Care Visualizations for Effective Decision-Making* report to partners in University Hospitals
- Led interdisciplinary team in evaluating private company's healthcare plan & policies; Presented to COO business case for investing in integrated physical & behavioral health services and strategic approach to implementation & organization change management
- Investigated innovative telehealth business models for a small, comprehensive, patient-centered primary care practice in the unsubsidized health insurance market

City of Cleveland, Mayor's Office of Sustainability

- Coordinated public and private sector stakeholders — including shipping & logistics providers — around collection of Cleveland's Greenhouse Gas Inventory & synthesized related data into insights that informed City's Climate Action Plan and related public policy

EDUCATION

WEATHERHEAD SCHOOL OF MANAGEMENT

Cleveland, OH

Case Western Reserve University

Master of Business Administration

- ▶ Concentrations: Healthcare Finance; Positive Organizational Change
- ▶ Fowler Fellow & BAWB Scholar

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Cambridge, MA

Bachelor of Science in Mechanical Engineering

- ▶ Concentrations: Biomedical Engineering; Design & Sustainability
 - ▶ Burchard Scholar
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