SCOTT C. ENEJE

PRODUCT LEADER

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CONTACT

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TECHNICAL SKILLS

Core Competencies

- AI-Powered Product Development
- SaaS & CX Technology Innovation
- Product Strategy & Roadmap Execution
- Data-Driven Decision-Making
- Agile & Cross-Functional Team Leadership
- Growth & Monetization Strategies
- Market Research & Competitive Analysis
- Go-to-Market Execution
- Customer-Centric UX Design
- Product Management Tools (JIRA, Confluence, Notion, Trello, MixPanel
- Data & AI: OpenAI, SQL
- eCommerce & CRM: Shopify, WooCommerce, HubSpot, Salesforce

PROFESSIONAL SUMMARY

Visionary product leader with over 15 years of experience in AI, SaaS, fintech, EdTech and customer experience (CX) technology. A track record of building and scaling innovative products that drive business growth, enhance user experience and improve operational efficiency. Adept at leading cross-functional teams, leveraging data-driven insights, and delivering customer-centric solutions. Published author, ForbesBLK Community member, and advisor to multiple startups.

WORK EXPERIENCE

Hark Inc.
Senior Product Manager   2022 – 2025

- **Challenge**: Customer experience teams struggled to interpret and act on qualitative feedback, limiting their ability to make informed decisions.

- **Action**: Led the development of an AI-powered SaaS platform that transcribes, analyzes, and visualizes customer feedback data. Designed an AI-driven video reporting system that enhanced customer engagement insights.

- **Impact**: The platform contributed to a $3.5M seed funding round and improved customer retention by 20%, as CX teams gained clearer, actionable insights.

Coresight Research   2021 – 2022
Product Manager

- **Challenge**: The U.S. market lacked a seamless livestream shopping experience targeted at Coresight Retail clients, limiting engagement for brands and these retailers.

- **Action**: Built and managed a livestream shopping platform in partnership with Firework, hosting large-scale digital events. Spearheaded the U.S.'s first livestream shopping festival, optimizing platform performance and user experience.

- **Impact**:
1. Attracted 20,000+ shoppers, generated over $1M in sales, and increased retailer adoption. Improved platform conversion rates by 40% through iterative enhancements based on user behavior analysis.
2. Converted 45% of retailers to research customers for our main research portal product.

KEY PROJECTS & ACHIEVEMENTS

- **Nigeria's First NFT Project**: Co-produced and directed The Alkebulan Tribe, an animated film Legends of Alkebulan, featured in several international festivals.
- **U.S. Livestream Shopping Innovation**: Led the first large-scale event, generating over $1M in sales and setting a new industry benchmark.
- **Industry Thought Leadership**: Published author featured in Bloomberg, TechCabal, and The Wall Street Journal. Speaker at major conferences, including Art of Technology and HR EXPO Africa.
- **Storytelling Awards:** Award-winning writer and production head at the France Annecy Animation Festival.

PUBLICATIONS & MEDIA FEATURES

- Featured in Good Morning America, Bloomberg, TechCabal, The Wall Street Journal
- Published author on product management, technology leadership, and digital transformation

REFERENCE

Available on request

WORK EXPERIENCE

Centricity Inc.
Product Manager
2020 – 2021

- **Challenge**: AI models required extensive, high-quality training data, but the internal annotation process was inefficient.
- **Action**: Managed an internal annotation product that streamlined data labeling for AI training. Partnered with engineers to develop scalable features that accelerated data processing.
- **Impact:**
1. Enhanced AI model accuracy, securing a $2M funding round.
2. Increased customer retention by 40% by refining user automation tools.

Yandi Nigeria
2016 – 2019
Co-founder & Head of Product

- **Challenge**: Traditional eCommerce lacked dynamic negotiation capabilities, limiting price flexibility and user engagement.
- **Action**: Developed an AI-powered eCommerce chatbot, CLAIR, which allowed customers to negotiate prices in real time. Led product growth strategies and market expansion initiatives.
- **Impact**:
1. Drove 80% growth in year two, reduced customer support response times by 50%, and increased active users by 300% within the first two years.

Digital Evolutions Ltd.
2022 – Present
Founder (CSR and Trainings)

- **Challenge**: Many businesses struggled with digital transformation, lacking expertise in product development and automation.
- **Action**: Launched a consulting firm focused on website development, AI solutions, and product strategy. Founded The Morpheus Academy, providing free tech education.
- **Impact**:
1. Trained 3,000+ individuals, with 500+ securing global tech roles.
2. Delivered digital solutions for enterprises, optimizing CX automation and analytics to over 30 SME businesses across Africa improving each technical efficiency by 67%.
3. Built physical community workspaces to create technical incubator hubs for remote workers to engage with businesses.

PROFESSIONAL AFFILIATIONS

- ForbesBLK Community – Member
- TraceHuts – Advisory Board Member
- Public Speaker – Featured at Art of Technology, Business of Photography, and The Global MakeUp Technology Fest UK