

# Najum A. Wani

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**The Ohio State University (2010)**  
**GMAT Score: 740**

**Electrical and Computer Engineering: 3.8 Major GPA**  
**Specializing in Artificial Intelligence and Robotics**

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As a seasoned leader, I bring over 13 years of invaluable experience working with customers and developers, successfully spearheading the creation of multiple revenue streams exceeding \$100 million each. My deep-rooted expertise in digital enterprise and marketing has proven instrumental in shaping innovative, scalable products and solutions that drive sustained growth, harnessing the power of technology within nimble teams.

## Work Experience

### eFuse (2023-Present)

#### Product Manager III

*As the most senior product manager at eFuse, I was directly responsible for eFuse's main products and strategy, as well as establishing the product processes that were previously missing at an early stage start-up. I built a media company and cross product strategy with esports.gg, a gaming tournament platform erena.gg, and a streamer advertising product called Sidekick.*

- Most senior member of the Product team, led development of standardized product processes including Monthly Business Reviews, OKR development, KPI targets, and roadmap creation across Products
- Product owner of esports.gg, erena.gg, sidekick, and agency, leading multiple teams with a total of 17 SMEs.
  - o Led 2 teams totalling 8 engineers, 4 QAs, 2 product designers, 1 product UX researcher, 1 social media manager, 1 editor, and a 10 person writing staff to build the foundation for scale for successful publication based web property and gaming platform website
- Grew esports.gg page views to 1.5M/mo and revenue from \$0 to \$120,000/yr with combination of programmatic and direct buy ad sales in just 6 months
- Responsible for the overall monetization strategy and product vision for different gaming products
- Responsible for all programmatic campaigns run through eFuse products, pitching over \$2M in advertising deals to different brands
- Worked across Partnerships and Marketing to build pitch decks to position eFuse as the company that can connect advertisers to gamers

### Root Insurance (2018 - 2022)

#### Director of Marketing, Marketing Technology (2022)

*After successfully re-building both the Business Development and Product organizations, I was asked to do the same thing with the Marketing organization. At this point I owned the*

*majority of tools the company was using to facilitate work, and renegotiating contracts with vendors to help save costs during an economic downturn.*

- Responsible for the technology behind all distribution channels such as partnerships, programmatic advertising, email/sms remarketing, sports marketing, TV, and more
  - o This includes the underlying tech stack, contracts, operations, link taxonomy, analysis, reporting, and payments
- Led Salesforce CDP, Marketing Cloud, Ad Studio, and Interaction Studio implementation, creating Business, Product and Eng requirements.
- Built analytical test plans around very difficult to attribute channels such as TV, Direct Mail, and Sports Marketing
- Audited all technology company tools to save over \$2M in recurring expenses, leading vendor negotiations.
  - o Owned the contract, infosec requirements, legal requirements, compliance requirement for each individual tool assessed (100s)
- Led Customer Experience refresh and added SMS, Push, and programmatic retargeting capabilities to improve the customer journey, improving conversion, retention, and customer satisfaction
- Led cross functional teams to accomplish business objectives across Data Science, Data Warehouse, Analytics, Legal, Marketing, Business Development, and Product
- Worked with outside vendors to deliver initiatives to alleviate Engineering burden
  - o Vendors include Salesforce support vendors, development companies, website agencies, and creative design agencies

#### **Director of Product, Partnerships Platform (2021 - 2022)**

*Having helped take the company public and making it through a round of layoffs, I was now responsible for overseeing the company's marquee partnership, Carvana (\$126M Investment). Having supported the partnership for years, it became my main responsibility to facilitate a successful embedded insurance implementation. I was able to build a replicable payment structure from complicated legal documents, an attribution methodology to accurately measure efforts, and launch an automated system of payment and reconciliation.*

- Consolidated all Root partnerships into the Partnership Platform and launched all additional channels from within it's infrastructure
- Rebuilt the Independent Agent Channel to be more efficient and scalable, and removed manual processes
- Built the scalable and automated attribution and payment structure behind Carvana and other Embedded partners, Independent Agents, and other distribution partner relationships
- Built out quarterly and long term roadmaps, and prioritized initiatives with engineering based on severity, impact, and resourcing
- Created Quarterly Objectives and Key Results (OKRs) and successfully delivered on all initiatives
- Ran an executed Monthly Business Reviews with executives to up level updates and defend decisions
- Dealt with any and all escalations in conjunction with legal

#### **Director of Business Development, Partnerships Platform (2020-2021)**

*With the massive success of my automated Partner Platform, growing to at one point 50% of the company's overall traffic, it became clear that the tools we were building were best utilized to support all the partnerships at Root. With the growth we were achieving, any manual*

*process needed to be removed and operationalized to limit mistakes and achieve compliance. It was at this time I started to train Project Managers and work with Engineering Managers to plan and build supporting tools.*

- Held IPO and took start-up public on the NYSE, rang the bell!
- Migrated all 3rd Party BD Partnerships to the Partner Platform and structured verticals within the platform for scale
  - o Supported Fintech partners, Media Buyers, Affiliates, Influencers, Dealerships, and Vertical Search partners from start to finish.
- Handled the account management for all partners, troubleshooted partner issues, and helped optimize towards company KPIs
- Hired and managed 3 Direct Reports to help with the analysis and support of the infrastructure
  - o Helped with hiring numerous other positions around the team and company
- Built automated dashboard creation and feature update system
  - o Built Requirements and alongside Engineering, Marketing, Product, Legal, and other cross-functional teams, delivered multiple initiatives including full partner portal
- Built automatic payment solution which generates automatic invoices
- Built program structures including state by state pricing, and an algorithm to govern partner quality, monthly newsletters, and helped partners optimize their traffic
- Responsible for defensibly paying over \$1M in partner payouts per month for over 3 years

#### **Senior Manager, Partnerships Platform (2019 - 2020)**

*After only a month of being live with the Affiliate Channel, we were proving to be more efficient and cost effective than any other channel at the company (and with less people), and wanted to invest further into seeing how many relationships we could support. By investing into building the technology to make business relationships scalable, we were able to grow our partnerships from 5-10 to 230+.*

- Converted Affiliate Program to a multi channel support system called the Partner Platform and grew to support 230+ international companies
- Used Hubspot, Process St, Zapier, and other tools to automate form capture, build deal stages, and push companies through a funnel to efficiently onboard and defensibly pay for referral traffic
- Worked with legal to build a standardized terms of service and worked with Eng to make it public and available via documented click through
- Built scripts to handle dashboard creation, updates, and improvements to limit manually changing dashboards
- Worked with partners to understand needs and requirements, and implemented changes to service commonly surfaced issues and work towards self-optimization.
- PM for R&D family location mobile app built with an outside vendor called "On My Way."
  - o Use case for capturing telematics data
  - o Provided free roadside and presented insurance offers to users who had enough telematics data to generate a quote

#### **Business Analytics Manager, Strategic Partnerships (2019 - 2020)**

*I started at Root Insurance when it was a small employee startup as the Business Analytics Manager, where I was responsible for building dashboards to measure partnership referral efforts, ongoing technical monitoring of the relationship, and providing optimization recommendations. In an attempt to grow the number of partnerships and the ease of integrating*

*each, we built an Affiliate Program to automate the entire partnership process, from outreach to onboarding to going Live, referring users and getting paid for it.*

- Technical support for all partnerships including Carvana, Chime, Credit Karma, Gasbuddy, Finder, and many more Fortune 500 companies
- Built external analytics dashboards with Redash to help with reporting and paying partners
- Built internal analytics dashboards with Redash and Tableau with most relevant KPIs for actionable insights
- Built Affiliate Channel at Root which eventually grew to generate over \$100M+ in DWP at lowest CAC at the company
  - o Built automated funnel to capture partnerships interest, and ask companies to provide relevant information in a timely manner and push them through the funnel without any manual support
  - o First pretended to be an automated channel by answering all inbound inquiries manually
- Handled attribution to ensure proper tracking and ease of reporting results to partners for optimizations

## **TPI Efficiency (2017 - 2018)**

### **Fiscal Management Consultant**

*After I turned 30 and got married, my goal was to give everything I had back to my community that gave me and my family so much, and to do that I partnered with a company that allowed me to help save businesses money without charging them anything. Because of the unique business model that TPI uses, I was able to develop relationships with hundreds of business owners and save them thousands of dollars annually. I am currently still an Agent and plan to continue helping people in my off time.*

- Certified broker/aggregator with the Public Utilities Commission of Ohio (PUCO)
- Opened and spearheaded new Columbus branch including set-up of telecom, internet, computers, and infrastructure
- Helped save businesses over \$100,000 in operational expenses
- Helped both nonprofits and for-profit companies for free to help switch lights to LED, and shop over 150 suppliers for Electricity, Natural Gas, Waste Management, Telecommunications, and Merchant Services

## **Cardinal Health (2016 - 2017)**

### **Lead Mobility Architect**

*After moving back to Columbus from Cincinnati, and taking some personal time for health reasons, I worked for the internal mobility division of Cardinal Health where I helped create and maintain a large suite of mobile applications centered on employee efficiency. From strategizing, to development, to testing, to deployment, we created these apps from scratch using both HTML5 and native code.*

- Lead a team of 6 developers creating new and maintaining existing internal mobile applications
  - o Worked to port multiple iOS applications to both Android and Windows Mobile
  - o Used SVN, CVS, and GIT to organize and collaborate with all associates
  - o Created a centralized repository system to quickly and easily create applications quickly in a plug and play environment.
- Led regression testing, stress testing, and functional testing in both manual and automated environments using JUnit test cases.

- Integrated single applications into multiple backend systems by developing custom JAVA middleware for all mobile based apps
- Consulted and assisted with the roadmap and development of customer facing applications
- Spearheaded vendor selection and RFP creation to develop the right relationships to help us create applications quicker.
- Handled PMO activities for 6 months before I hired a dedicated PMO for the group to assist in day to day activities.

## **Tata Consultancy Services (2010 - 2015)**

### **Team Leader & Lead Designer for iOS, Android, and Blackberry Development Teams (2010 – 2011)**

*For my first job out of college I worked for the TCS Mobility group, where I started out as a Blackberry developer building mobile applications and assets. But I quickly transitioned to designing the applications, then leading our Blackberry development team, then leading all the mobile developers out of our North American Headquarters in Cincinnati Ohio.*

- Led creation of multiple applications and reusable component assets
  - o Led team of 30 developers across multiple platforms in co-ordinated development efforts, including design, development, testing, and support using HTML5 where possible and custom development for the rest in a hybrid approach
  - o Monitored, scheduled, and hired employees as well as PMO responsibilities for all associates
  - o Designed flowcharts, wireframes, and all buttons and screens for multiple engagements (Vanity Fair, ING, Chase, RIM and more)
- Demonstrated applications and engaged with customers on client visits and trade shows
- Worked to connect with multiple backend systems using SOAP, REST/JSON API's including SAP BO, SAP ERP, Oracle, and other legacy systems both in a static and dynamic environment
- Created custom Wiki and integrated SharePoint interface for collaboration

### **Digital Enterprise Business Development Manager (2011 – 2015)**

*After successfully leading our development teams, I was approached by the VP of the Digital Enterprise Group at TCS to utilize my speaking skills and in-depth technical knowledge to help present proposals, gather requirements, and demonstrate applications to companies around the world. I successfully won multi-million dollar deals against large competitors in South Africa, Europe, Canada, Mexico, and the US.*

- Worked in a start-up environment to help grow business from \$1 Million to over \$500 Million in revenue
- Traveled 60% building large scale, long term digital strategies for Fortune 500 Companies around the world
  - o Successfully delivered 76 IT Engagements (B2C/B2B/B2B2C/B2B2B) from strategy to deployment
    - 50+ Mobility Projects in multiple verticals (Banking, Manufacturing, Sales, Hi-Tech, Insurance, and healthcare)
    - 10+ User Experience Projects (ex. Owens Corning)
    - 5+ Big Data Projects (ex. Mitsubishi)
    - 10+ Testing Projects (ex. Johnson & Johnson)

- 4 Security Testing Projects (ex. Chrysler)
  - Created proposals, co-ordinated proposal defenses, and presented to CxO level executives in multiple competitive bidding processes against Microsoft, IBM, Kony and multiple smaller suite companies
- Trained sales associates in various Digital Enterprise Technologies including Mobility, User Experience, Cloud computing, and Big Data Analytics

## The Ohio State Department of Transportation (2009-2010)

### Network & Computer Systems Administrator

*During my last year at Ohio State I worked for the department of transportation to set up and maintain the computers of the associates responsible for purchasing and filling orders for OSU Employees. We also built an infrastructure to properly monitor and maintain over 20 parking garages.*

- Built, set up, and maintained a network system environment of over 100 computers
- Used JAVA with an Oracle backend to build an infrastructure to handle multiple parking garages
- Developed new code to make adjustments to legacy systems using custom development

## The Ohio State Varsity Athletics (2008-2009)

### Sports Facilities Electronics Engineer

*While finishing up my major coursework, I worked for OSU Varsity Athletics ensuring that all events went smoothly and there was direct communication between coaches, bands, and other facility personnel during each event. I was courtside for all the basketball games, on the field for all the football games, and worked to make sure that all the equipment at each venue was operating properly.*

- Set up, maintenance, and troubleshooting on all electronic equipment during major OSU sporting events (football, basketball, soccer, volleyball, etc)
- Worked on large scale video and audio systems for OSU's 35 different athletic venues
  - Took apart and troubleshooted speakers, soundboards, scoreboards, microphones, and wiring on a massive scale

## The Ohio State University Medical Center (2006-2008)

### Student Systems Administrator

*While studying to become an Engineer at Ohio State, I worked for the University medical center building and maintaining both hardware and software for med center employees.*

- Used VM Ware to connect and image multiple computers at once
- Set up an automatic searchable backup and compression for over 1 TB of data daily with custom interface using MySQL
- Built computers from scratch using Asus products for new and existing employees
- Built imaging software and algorithms to help identify prostate cancer in patients

## Skills

### Leadership



- |                       |                        |
|-----------------------|------------------------|
| - Strategy            | - Team Building        |
| - Start-Up Experience | - Leading with Empathy |

- Conflict Resolution
- Business Development
- Hiring/Firing
- Agenda Setting
- Whiteboarding
- Talent Acquisition and Retention
- Upleveling
- Contributing where necessary

## Business

- Business Development
- Sales (B2B, B2C, B2B2C)
- Contract Management
- Contract Negotiation
- Requirement Gathering
- Relationship Architecture
- RFP Process (Vendor & Purchaser)
- Long-term Strategy Definition
- Presentation Creation & Running Meetings
- Forecasting, P&L
- KPI Definitions
- Analysis and Ideation

## Product

- Requirement Gathering
- Developer Relations (DevRel)
- Product Design and Architecture
- Roadmap Design
- Technical Requirements
- Documentation
- Long-term Strategy
- Maintenance & Support
- Quality Assurance
- Scrum Master
- Asana, Trello

## Marketing

- Digital Marketing
- Ideation
- Prototyping
- Partnership Implementation
- Optimizations
- Programmatic Advertising
- Attribution | MMM | MTA | LTA
- Bid Optimizations
- Vertical Search
- Sports Marketing
- Affiliate Marketing
- Direct Mail Marketing
- Copy
- Ad Placement
- Link Taxonomy
- Analysis

## Programming

- SQL (10 years)
- C# / C++ (7 years)
- Java / JavaScript (7 years)
- Objective C / Swift (5 years)
- HTML5 / CSS (10 years)
- PHP / Ruby (3 years)
- Python (4 years)
- API Development (6 years)
- Microsoft Office (15 years)
- Microsoft SharePoint (5 years)

## Digital Design

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- Photoshop (17 years)
  - Premiere (12 years)
  - Illustrator (8 years)
  - InDesign (6 years)
  - Ableton (5 years)
  - WordPress (8 years)
  - Audacity (8 years)
  - Dreamweaver (10 years)

## Creativity

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- Low Fidelity Wireframing
  - High Fidelity Wireframing
  - Prototyping
  - UX Design
  - Innovating
  - Technical Creativity
  - Figma
  - Visio
  - Ideation
  - Review & Optimizations

## Additional Projects

### 6000+ Youtube Subscribers

#### Digital Transformation for Local Business (2015)

- Created tablet application for local business for food and drink ordering
  - o iPad application allowing people to sit, order, and pay without needing a server
  - o Integrated mPOS using Square API's

#### Automated Assembly Line for Tier 1 Honda Supplier (2010)

- Using CAD and other design programs, created a working model of automating an assembly line for placing and removing headliners
  - o Placed 2<sup>nd</sup> of 76 teams for Interdisciplinary Capstone Senior Design

#### Video and Photo editing (2004-Current)

- Have created hundreds of images and videos for multiple companies around Columbus
  - o Created website themes, thumbnails, application images, and more
  - o Used photos and videos that I took myself (non-stock)