

NAJUM WANI

Business Leader / Digital Product Innovator

As a seasoned leader, I bring over 14 years of invaluable experience working with customers, developers, internal stakeholders and cross functional teams to achieve business goals. Having successfully spearheaded the creation of multiple revenue streams exceeding \$100 million each, my deep-rooted expertise in digital enterprise, product, and marketing has proven instrumental in building innovative products and solutions that drive sustained growth.

EDUCATION

The Ohio State University (2010)

- B.S. Electrical & Computer Engineering
- Sp. Artificial Intelligence & Robotics
- Major GPA: 3.8
- GMAT Score: 740

CAREER HIGHLIGHTS

- 4x esports.gg page views to 24M
- Took Root Insurance Public (2020)
- Operational Lead for \$126M Carvana Embedded Insurance experience
- Generated \$100M+ DWP from self-built Partnership Platform
- Saved local business \$100,000+
- Grew mobility consultancy practice from \$1M to \$500M+ revenue

SKILLS

PROFESSIONAL

- Start-Up Experience
- Partnership Strategy & Negotiation
- Product Strategy & Execution
- Business Development
- Business Process & Operations
- P&L, Budget Direction, & EBITDA
- Team Management
- Leading with Empathy
- Talent Acquisition and Retention
- Digital Marketing
- Sales (B2B, B2C, B2B2C)
- E-Commerce & Independent Agents
- Developer Relations (DevRel)
- Business Lifecycle Management
- Contract Management
- Regulatory Compliance
- Vendor Management | RFP Process

WORK EXPERIENCE

eFuse Inc, *Columbus, OH*

Senior Product Manager III

2023 - Present

esports.gg, sidekick, agency

- Lead member of the Product team, developing monetization strategy and product vision while effectively communicating updates to stakeholders.
- Serving as both product manager and product owner for all products, creating both quarterly roadmaps and cards for engineering
- Pioneered generative and assisted AI use at esports.gg, including [vocalizing how it is being used to our audience](#).
- Achieved rapid growth, elevating esports.gg page views to 2M/mo and generating \$120,000 in annual revenue within just 6 months.
- Responsible for securing and running programmatic campaigns, generating over \$2M in advertising revenue.
- Leading 3 teams, 3 product designers, and 10+ engineers in a fast, continuously changing environment.
- Developed compelling pitch decks showcasing eFuse's unique ability to connect advertisers with gamers, used to attract prospective clients.
- Showcasing work weekly to the company at every all-hands.

Root Insurance, *Columbus, OH*

Director of Marketing, Marketing Technology

2022

- Managed a \$30M+ annual budget, overseeing technology across 20+ distribution channels, including partnerships, programmatic advertising, email/sms remarketing, sports marketing (NFL), TV, and more.
- Led cross-functional teams spanning Data Science, Analytics, Legal, Marketing, Business Development, and Product to achieve strategic objectives.
- Orchestrated a successful Salesforce migration, defining Product and Engineering requirements.
- Redesigned Customer Engagement Experience to add SMS, Push, and programmatic retargeting capabilities to add a \$6M LTV benefit/yr.
- Audited company tools to save over \$2M in recurring expenses.
- Developed analytical test plans for direct channels and incrementality tests for other channels like TV, Direct Mail, and Sports Marketing.
- Managed outside vendors to deliver initiatives to alleviate Eng burden.

TECHNICAL

- Product Management
- Project & Lifecycle Management
- Web & Mobile Development
- User Experience Design & Strategy
- Business Analytics & BI
- Data Science & Data Warehouse
- Attribution | MMM | MTA | LTA
- CRM | CMS | CDP | DAM Tools
- Blockchain | Smart Contracts
- Artificial Intelligence
- Lean/Agile Methodologies
- Data Privacy & Security (SSO)
- Application & Unit Testing
- API Construction & Documentation

TOOLS & FRAMEWORKS

SOFTWARE

- Google | Microsoft | Apple | Linux
- Salesforce | Braze | Twilio | Adobe
- Github | Figma | Contentful
- Google Analytics 4 | Tag Manager
- AppsFlyer | Adjust | Firebase
- Tableau | Mode | Redash | Mixpanel
- Trello | Asana | ClickUP | Retool
- Hubspot | Process St. | Zapier
- Google Search Console
- Framer | Wordpress

PROGRAMMING LANGUAGES

- SQL
- HTML5 | CSS
- Java | SWIFT
- Python | Ruby
- React & ReactNative
- Next JS

ADVERTISING PLATFORMS

- Google Ad Manager / AdSense
- DSPs | DV360 | Google Analytics
- PMPs | Direct Buys
- YouTube | Influencers
- Facebook | Instagram | Reddit
- Tik Tok | SnapChat | LinkedIn
- Twitch | Kick

AFFILIATE NETWORKS

- Impact Radius
- Share-A-Sale & AWIN
- Amazon Associates

Director of Product, Partnerships Platform

2020 – 2022

- Consolidated partnerships into a dedicated Partner Platform and oversaw payments of over \$1 million per month to partners.
- Held IPO and took start-up public on the NYSE, **rang the bell!**
- Led the integration and development of product requirements for a \$126 million Carvana Embedded Insurance agreement.
- Sourced, signed, integrated, and managed 230+ partnerships, spanning Fintechs, Affiliates, Influencers, Dealerships, and Vertical Search partners.
- Established quarterly and long term roadmaps, objectives, and OKRs for all distribution products, and prioritized initiatives with engineering based on severity, impact, and resourcing.
- Conducted Monthly Business Reviews with executives and stakeholders to communicate updates and justify decisions.
- Managed all fraud issues and escalations in coordination with legal.

Sr. Manager, Partnerships

2018 – 2020

- Provided technical support to numerous partnerships, including Fortune 500 companies such as Carvana, Chime, Credit Karma, and others.
- Built internal & external dashboards to help with reporting and payments.
- Automated partnership process and developed the Root Affiliate Program, which grew to generate over \$100M+ in DWP at <\$100 CAC over 3 years.
- Hired and managed 3 Direct Reports for Partnerships infrastructure.
- Built and tested different partner program structures, developed a programmatic algorithm to govern traffic quality, wrote and sent monthly newsletters and used integrated tools to optimize traffic.

Cardinal Health, *Dublin, OH*

Lead Architect, Mobility

2015 – 2017

- Oversaw product requirements, development, and support for internal mobile applications on both Android and iOS.
- Led an 8-member team to gather requirements from various Lines of Business (LOBs), create use cases, and develop a roadmap.
- Successfully designed, developed, and deployed more than 15 applications, spanning training, field service, wellness, and more.

TATA Consultancy Services, *Cincinnati, OH*

Business Development Manager and Mobility Lead

2010 – 2015

- Designed, developed, and implemented custom mobile enterprise strategies for Fortune 500 companies.
- Offered technical and creative guidance for 17+ mobile products and solutions.
- Led iOS, Android, and Blackberry development teams totaling 30 individuals, and played a key role in creating numerous applications and reusable components.
- Worked in a Start-Up environment to help grow business from \$1M to over \$500M in revenue in an on-site, off-shore model.