Daniel Okafor

Senior Product Manager, B2B SaaS

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PROFILE

Product manager with 11 years of experience taking B2B software from idea to scale. I lead cross-functional teams of up to 25 people, own roadmaps tied to revenue, and have launched products that grew from zero to more than $18 million in annual recurring revenue.

EXPERIENCE

Senior Product Manager 2021 to present
Northwind Software · Austin, TX

- Own the payments product line, used by 4,200 business customers
- Cut onboarding time from 21 days to 6 by redesigning the setup flow
- Led a team of 14 across product, design and engineering

Product Manager 2017 to 2021
Brightpath Analytics · Denver, CO

- Launched the self-serve analytics tier, reaching $6.5 million ARR in 18 months
- Ran customer research with 120 accounts to set the product strategy
- Introduced quarterly roadmap reviews adopted by all five product teams

Business Analyst 2014 to 2017
Lakeside Consulting · Chicago, IL

- Delivered process improvements for 9 clients across retail and logistics
- Built the reporting model used to forecast demand for a 300-store chain

EDUCATION

MBA, Technology Management 2014
University of Texas at Austin

BSc, Industrial Engineering 2011
Purdue University

SKILLS

Product: Roadmapping, discovery research, pricing, go-to-market, OKRs

Data: SQL, Looker, experiment design, funnel and cohort analysis

Tools: Jira, Figma, Productboard, Amplitude

CERTIFICATIONS

- Certified Scrum Product Owner (CSPO), 2019
- Pragmatic Institute Product Management, 2018

LANGUAGES

English (native), French (professional)