

Erick Waithaka

PRODUCT MANAGEMENT | TECH | EMERGING MARKETS

PROFESSIONAL EXPERIENCE

SENIOR PRODUCT MANAGER

KOKO Networks, Nairobi, KE / 2022 – present

1. Defining product strategy aligning with company objectives, integrating business needs and customer/stakeholder feedback to shape vision and roadmap.
2. Leading cross-functional teams, fostering collaboration and alignment across engineering, design, and stakeholders to deliver complex systems.
3. Managing the entire product lifecycle from ideation to launch, including requirements gathering, prioritization, feature definition, and post-launch iteration.
4. Building strong relationships with stakeholders, executives, customers, and partners to gather insights, gain buy-in, and ensure business alignment.
5. Collaborating on product launch strategies, messaging, and training to communicate value propositions and drive user adoption.
6. Maintaining product roadmaps balancing short-term goals with long-term objectives, incorporating feedback from stakeholders.
7. Utilizing data analytics tools and metrics to drive product decisions and optimize performance and user experience.

Key Achievements

1. Reduced the sales & credit transaction processing load on the country level ERP by 70%.
2. Spearheaded systems implementation for government tax compliance in two countries, aiding the company's expansion into a new market.
3. Implemented system improvements to the company's internal purchasing process leading to a more efficient, flexible and robust process.

FOUNDER & PRODUCT MANAGER

ProductBits, Nairobi, KE / 2020-2022

ProductBits is an online space for sharing bits of product management learnings & best practices for product managers to help them create better products that provide value to their users.

PRODUCT MANAGER

National Transport & Safety Authority, Nairobi, KE / 2017 – 2022

1. Executed product research, planning, roadmap development, specs, product launch & issue tracking.
2. Collaborated with engineering, production, design, and marketing teams for product development, QA, and release.
3. Scoped and prioritized product backlog based on business and customer needs and end-user impact.
4. Drove product launches and training, working with marketing, executives, stakeholders, and product management teams.
5. Combined customer empathy with data insights to refine features for maximum business impact.
6. Managed communication with internal and external stakeholders.

Key Achievements

1. Reimplemented the core system which led to improved system security by 45%
2. Developed and migrated system modules that helped increase revenue by 58%
3. Developed a system that improved regulatory compliance of stakeholders by 40%.

INFORMATION TECHNOLOGY OFFICER

Teachers Service Commission, Nairobi, KE / 2015-2017

1. Developed & executed research plans to address customer needs leading to a 30% service improvement for over 250,000 users.
2. Collaborated closely with cross-functional departments for improvements to the product.
3. Resolved customer complaints by liaising with service providers and efficiently processing applications to ensure satisfaction.
4. Organized sensitization workshops for the product and sensitized over 4,000 employees leading to improved usage.

CONTACT

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References available upon request

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CO-FOUNDER, PRODUCT & OPERATIONS

Gigwapi Limited, Nairobi, KE / 2012 – 2015

1. Conducted research on the two main customer segments to understand their needs and accurately define specifications & features.
2. Managed the Product Roadmap and Backlog, prioritizing items based on strategy and business objectives for efficient development.
3. Conducted market assessments to compare the product with competitors' offerings to define the value proposition.
4. Monitored product metrics and user behavior of 153,000 users to identify issues and improvements.
5. Created 6 feedback channels to gather user feedback for iterating features, creating new features, and receiving error/bug reports.

Key Achievements

1. Developed & grew a product by 33% from 0 to 153,000 unique users.
2. Increased impressions and drove ticket sales for over 400 event organizers and helped them reach 153,000 users in 1 year.
3. Grew an online community to 10,000+ members.

EDUCATION

Bachelor of Business Information Technology
Jomo Kenyatta University of Agriculture & Technology, 2012
- First Class Honors.

Certifications

1. Prince2 Agile Foundation & Practitioner - 2021
2. Being a Product Manager -2019
3. ITIL Foundation, AXELOS -2019

Awards

1. Star Performer Award, KOKO Networks - December 2023
2. First Class Honors, Jomo Kenyatta University - November 2012
3. Vice Chancellors Academic Award, JKUAT - November 2010

KEY SKILLS

1. Product Management	6. Cross Collaboration
2. Product Leadership	7. Stakeholder Management
3. Product Strategy	8. Problem Solving
4. Roadmapping	9. Analytics
5. Communication	10. Project Management

I love digging into customer problems and solving them with technology. Captivated by the intersection of tech, business & design, I place the customer at center of my work and strive to ensure that all I do has a lasting impact on peoples' lives.

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