Ibukun Ogunnaike

AI Product Manager · AI products, marketplaces, data

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SUMMARY

AI product manager who started on the data side of AI. I lead product at ReelUse AI, an AI video platform on web, Mac and Windows used by customers in the US and Nigeria, owning model choice, quality reviews, roadmap, releases and pricing. At Enyata I specify AI products, including NaijaBot, a voice-first AI agent. Certified Scrum Product Owner.

HIGHLIGHTS

- **ReelUse AI.** Lead product for an AI video platform on web, Mac and Windows; own roadmap and prioritisation across web, desktop and mobile.
- **ReelUse AI.** Run blind human quality reviews and compared clip-selection models across three providers; replaced the live model when it slowed to 30+ minutes per video with one that took about 2.5 minutes, failed no runs and rated best.
- **ReelUse AI.** Cut AI calls per video by about 70% with no measured quality loss; withdrew a shipped Top Pick badge the same evening data showed it didn't measure quality.
- **ReelUse AI.** Defined pricing across three paid tiers and team plans from full per-video processing cost, including the policy that failed jobs never count against allowance.
- **ReelUse AI.** Run staged releases behind per-account beta flags; led a help-centre audit (about 45 inaccurate claims, 40 undocumented features) and set a same-change documentation standard.
- **NaijaBot (Enyata).** Wrote the PRD and FRD for a voice-first AI agent for Nigerians, built on a confirmation-first model: itemised summary, explicit confirm and biometric re-authentication before any money moves.
- **LaunchConnect.** Owned PRD, onboarding flows and beta program for a four-sided marketplace.
- **RectLabs · GWX Logistics.** Annotated training data for computer-vision models; inventory analysis cut excess inventory 10% and improved order fulfilment 8%.

EXPERIENCE

AI Product Manager · ReelUse AI	Mar 2026 – present	Remote
Product Manager · Enyata	Oct 2025 – present	Lagos
Founder · YoursBridal&Co	Jun 2025 – present	Lagos
Product Manager · LaunchConnect	Sep 2024 – present	Remote
Research Collaborator · Techance Foundation	Sep – Nov 2024	Remote
Product Development Analyst · Africa Agility Foundation	Apr – Jun 2024	Remote
Freelance BI Analyst · Self-employed	Jun 2023 – Oct 2024	Remote
Data Annotator · Community Manager · RectLabs	Jul 2022 – Feb 2023	Remote
Data Analyst · GWX Logistics	Jan – Jul 2022	Lagos
Data Analyst (intern) · Tech4Dev	Apr – Oct 2021	Lagos

CERTIFICATIONS

Certified Scrum Product Owner (Scrum Alliance, 2024) · Product Analytics Micro-Certification (Product School, 2023) · People Analytics (University of Pennsylvania, 2024) · Workflow Specialist (Asana, 2025) · Project Management (LEAP Africa, 2024) · Data Analytics (ACCA, 2022) · Intermediate Machine Learning (Kaggle, 2021)

EDUCATION

Obafemi Awolowo University

SKILLS

Roadmaps & prioritisation · AI model selection & blind quality reviews · Agentic AI specs (PRD/FRD) · Staged releases · Pricing & packaging · Help centre & lifecycle email · Training data & annotation · Data analysis (Tableau, Redshift)