

GEORGE ODIANA

Senior Product Manager | Digital Services, Workflow & Platform Transformation

United Kingdom | 07362 473 818 | odianageorge@gmail.com | linkedin.com/in/georgeodiana
UK right to work (Global Talent visa) | Remote first | Outside IR35

PROFESSIONAL SUMMARY

Senior Product Manager with 10 years building platforms that replace manual, fragmented processes with shared digital services, across payments, marketplaces and SaaS in the UK and major international markets. Starts from user needs: runs discovery before committing, puts prototypes in front of users early, iterates and measures outcomes rather than outputs. Has consolidated case management and workflow that every team ran differently into one shared approach, delivered into legacy enterprise architecture alongside suppliers and subject matter experts, and led a discovery-to-MVP for an NHS outpatient referral pathway still running on post, fax and spreadsheets and recently designed and built Reply, an AI-assisted case management desk.

SELECTED PROJECT

Senior Product Manager – Referral Platform | NHS Connect

Discovery to working MVP showing how an outpatient referral pathway could move off post, fax, email and spreadsheets. Synthetic data only, no live NHS systems.

Case study: george-odiana.vercel.app/work/nhs-connect

- Mapped as-is and to-be processes for referrals arriving five ways, with staff re-keying the same data into several systems and no single view of waits.
- Prioritised a backlog of user stories with acceptance criteria, KPI definitions and a RAID log, cutting anything that did not answer the core question.
- Put a clickable product in front of stakeholders within five days: structured intake, rules-based triage confirmed by a clinician, and an 18-week RTT dashboard; led the final demo.
- Set out the path to live: clinical safety case (DCB0129 and DCB0160) and integration with the e-Referral Service and the Trust's patient administration system.

Product Manager – AI-Assisted Case Management Desk | Reply

Oct 2026

Working concept on sample tickets: a case management desk where an AI assistant resolves routine contacts and hands complex ones to a person with full context.

Case study: george-odiana.vercel.app/work/reply

- Designed the case workflow: tickets move through pipeline stages with rules that block unsafe moves, priority routing (suspected scams go straight to a person as P1) and plain-English search across the queue.
- Set clear limits on automation: the assistant acts alone only above a confidence line the team sets, and anything that moves money waits in Needs approval for a person.
- Made the handover the product: every case opens with a summary, intent, account facts, next steps and a draft reply, so nothing is re-keyed and nobody repeats themselves.
- Grouped contacts into root causes for the team that can remove them, with targets for resolution, contact rate and a satisfaction guardrail.

Other Projects: george-odiana.vercel.app

WORK EXPERIENCE

Product Manager – Platforms | Glide

Jun 2024 – Jun 2026

Owned the platform roadmap for Glide's SME business, connectivity for student housing and build-to-rent operators, accountable for about £5M in annual revenue.

- Replaced onboarding, account management and servicing journeys that each team ran its own way with one shared self-service flow, cutting onboarding time and inbound case volume.
- Defined the CRM, case management and workflow rules behind servicing, so enquiries route, escalate and resolve the same way across sales, operations and support.
- Held a single prioritised backlog across business, customer and operational needs, making explicit calls on what to build, sequence or stop.
- Owned UAT sign-off, release notes, colleague training material and post-release monitoring against the outcome each release was meant to move.

Product Manager – Growth & Experience | Bolt

Jun 2022 – Jun 2024

Owned service quality and the end-to-end experience on a business-critical platform serving 200M+ customers across 50+ markets and 500+ cities.

- Tested prototypes and experiments with users before scaling: the booking journey redesign delivered 24% more successful bookings, 12% higher completion and 7% fewer cancellations.
- Shaped support journeys with Operations: self-service help, automated case routing and agent tooling that cut handling time and repeat contacts.
- Balanced continuous change against live service stability and resilience in an always-on, real-time environment.
- Led a company-wide programme through influence across engineering, design, research, data science, operations and external partners.

Senior Product Manager – Enterprise Payments | Venture Garden Group

Dec 2020 – Jun 2022

Owned strategy, roadmap and delivery of an enterprise B2B payments and servicing platform for 100,000+ businesses and 5M+ end users in a regulated environment.

- Replaced point solutions and manual handling with shared capabilities for account management, case handling, servicing and reporting.
- Delivered into a complex legacy architecture with dependencies across CRM, finance, operational and data systems, sequencing the roadmap around them.
- Managed third-party suppliers and integration partners to agreed acceptance criteria and service measures.
- Built a knowledge and self-service layer that reduced operational load, and reported service performance through Power BI.

Senior Product Manager – Marketplace Growth & Payments | Jumia

Feb 2017 – Dec 2020

Progressed from Product Associate to Senior Product Manager, owning the seller platform across 5 markets.

- Rebuilt seller registration, KYC and identity verification as a digital onboarding flow: 22% higher conversion, 15% better activation and 28% faster time to first sale.
- Delivered case management, ticket routing, a searchable knowledge base and self-service tooling, reducing dependency on in-country operations teams.
- Worked with Risk, Compliance and Legal to balance verification and fraud controls against a simple user experience.
- Led the JumiaPay for Business integration: 20% better retention and \$1B+ in transaction volume within six months.

CORE SKILLS & COMPETENCIES

User-centred discovery | Service Standard principles | Service design and journey mapping | Rapid prototyping and usability testing | Workflow and case management | Records and document journeys | Legacy system integration | Supplier and SME management | Agile delivery (Scrum, Jira, Confluence) | Roadmaps, backlogs and

OKRs | Performance measures (Power BI, Mixpanel) | Regulated environments | AI-assisted prototyping | Stakeholder leadership

EDUCATION & CERTIFICATIONS

BSc Computer Science · University of Benin

Product Management Certification · Institute of Product Leadership

UX Design Certification · Georgia Institute of Technology

Agile Scrum Master Certification

UK Tech Nation Global Talent Award, Digital Technology · 2023

Product Management Instructor · BrainStation, 2023 – present