

ANITA NJOKU

PRODUCT LEADER | PRODUCT OPERATIONS | 0-TO-1 INNOVATION

Celina, TX • Remote, United States • 619.335.7922 • hello@anitanjoku.com • anitanjoku.com

EXECUTIVE PROPOSITION

I build the operating infrastructure behind ambitious product teams: the rhythms, decision systems, governance, portfolio visibility, and cross-functional execution that turn innovation into reliable results. Product leader and founder combining enterprise-scale delivery with hands-on 0-to-1 design, AI-enabled workflow orchestration, and media/creative technology. Partners directly with founders and senior leaders to translate complex priorities into clear ownership, measurable progress, and better decisions.

SELECTED MEASURABLE IMPACT

- **70% faster creative approvals** | **40% higher advertiser engagement** — 84.51° / Kroger Precision Marketing
- **~\$5M enterprise proof-of-value** — CoreStory; coordination across three organizations and executive stakeholders
- **35% faster deployments** | **99.9% platform uptime** — Charles Schwab

CAPABILITIES ALIGNED TO CONTENT EXPERIENCE INNOVATION

Product operating systems & cadences • Portfolio intake, prioritization & roadmaps • Cross-functional program leadership • Executive decision briefs & operating reviews • Workflow automation & AI orchestration • 0-to-1 innovation • Dependencies, risk & release governance • Content-adjacent creative technology

PROFESSIONAL EXPERIENCE

CoreStory (Crowdbotics) | AI-native enterprise product 2025 – Present

Principal Product Manager | **Product Lead, AI Platform & Developer Intelligence**

- **Built the product decision system.** Translated executive priorities, customer discovery, model-quality evidence, and engineering constraints into roadmaps, acceptance criteria, review checkpoints, named owners, and risk-aware delivery for a shared 10-person cross-functional team.
- **Orchestrated a commercially critical program.** Led product coordination for an approximately \$5M enterprise proof-of-value with a Fortune 50 buyer and global integrator; aligned scope, dependencies, success measures, and executive expectations across three organizations.
- **Made AI quality decision-ready.** Established evidence coverage, confidence, lineage, versioning, and evaluation practices; supported improvement in cross-file AI Q&A accuracy from approximately 53% to 80%.
- **Extended platform leverage.** Shaped a developer-extensible connector marketplace and self-service-to-enterprise workflow, aligning technical interoperability with adoption and commercialization priorities.

ARAUÁN | Independent AI product studio 2026 – Present

Founder & Product Lead | **AI-enabled Operating Model, Footing & Lumen**

- **Designed an operating organization from zero.** Built an AI-agent-assisted model across product, architecture, engineering, UX, research, marketing, and support; defined specialized roles, routing, operating cadences, ownership, decision records, spend controls, review stages, and escalation paths.
- **Enabled asynchronous execution with accountability.** Designed event- and mention-driven agent handoffs so scoped work can move forward between direct interventions, with human approval retained for consequential decisions and releases.
- **Built two product theses.** Launched Lumen, a public prototype for creative intelligence and governance in streaming advertising; built Footing, a private-early-access estimating and proposal workflow product with evidence-based recommendations and role-based approvals.

Principal Technical Product Manager

- **Shipped a 0-to-1 creative platform.** Led strategy and launch of AI-powered Creative Builder, replacing fragmented third-party processes with integrated advertiser intake, review, asset governance, and content-reuse workflows.
- **Delivered measurable operational impact.** Shortened creative approval cycles 70% and increased advertiser engagement 40% through friction removal, real-time advertiser–approver feedback, and smarter brand-compliant creative processes.
- **Connected creative, technical, and operational teams.** Aligned Engineering, Data Science, Design, Marketing, advertisers, and reviewers around launch readiness, governance rules, product adoption signals, and post-launch improvements.

Charles Schwab | Equity compensation platform

2021 – 2022

Senior Technical Product Manager

- **Scaled delivery discipline in a regulated environment.** Led product work for cloud-native, API-first EQUIVIEW modernization; aligned engineering, business, audit, identity/security, and external integration partners.
- **Improved operational performance.** Increased deployment velocity 35% while sustaining 99.9% uptime through CI/CD improvements, automated provisioning, clear handoffs, and risk-conscious release practices.

Alaska USA Federal Credit Union | Consumer digital banking

2020 – 2021

Senior Product Manager

- **Improved cross-functional service operations.** Streamlined UltraBranch account-servicing and transaction journeys, balancing member experience with operations, security, compliance, and technical dependencies.

Nationwide Insurance | Underwriting & policy management

2020

Senior Product Manager

- **Re-engineered complex business workflows.** Reduced manual processing errors 14–20% through policy and underwriting workflow automation, integrations, and clearer exception/approval paths.
- **Designed across regulatory variation.** Translated Department of Insurance requirements across all 50 U.S. states into traceable product rules and operational processes.

ADDITIONAL LEADERSHIP EXPERIENCE

Earlier product and program leadership across telecommunications, healthcare/laboratory technology, and nonprofit technology. Extensive experience coordinating distributed and offshore teams through documented requirements, INVEST-quality backlog practices, cross-time-zone planning, structured walkthroughs, and delivery signoffs.

OPERATIONAL, ANALYTICAL & TECHNICAL TOOLKIT

Strategic planning • Portfolio and roadmap reviews • KPI and business reporting • Decision registers • Program dependencies • Jira & Confluence • Azure DevOps • GitHub • Figma • SQL • Snowflake • Power BI • Tableau • Mixpanel • AWS • API & cloud platforms • AI/ML evaluation • Human-in-the-loop governance

EDUCATION & CREDENTIALS

M.S., Computer Information Systems, California Miramar University | B.S., Computer Science, Imo State University
PMP • SAFe Product Owner/Product Manager • Professional Scrum Master I • PSPO • Lean Six Sigma Yellow Belt