

FRANK ADU-GYAMFI

Technical Product Manager

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PROFESSIONAL SUMMARY

Technical product manager with 6+ years in data and research, the last three at Hubtel (Ghanaian fintech & quick commerce) — promoted twice, from product research to feature ownership to leading sensitive platform builds end to end, every step validated against production data. Founder of a data consultancy that has grown from research services into shipping products. Certified in product ownership (PSPO I) and cloud fundamentals (AWS CLF-C02); working-proficient in German (B2).

PROFESSIONAL EXPERIENCE

Intelligence Resource Engineer — Intelligence Resources Unit · Hubtel Ltd.

Aug 2025 – present

- Led the **Transactions Monitoring Portal** end to end — stakeholder problem to prototype, PRD and cross-functional build to a live anomaly-detection platform safeguarding 30M+ registered customer accounts: 1,700+ cases detected, GHS 13.9M in at-risk transactions flagged, ~25 fraud/risk analysts daily (as of Oct 2026).
- Built the **Consumer Intelligence System**: live dashboards unifying orders, cancellations and deliveries across a quick-commerce operation of 850K+ orders (~GHS 600M) a year.
- Guide executive decisions — launches, feature bets, product direction — with behavioral analytics: churn, market-basket, cohort and funnel studies.
- Built a **rider hotspot model** mapping order demand into a positioning network — riders placed ahead of demand for faster deliveries and easier retailer reach.
- Work AI-first: MCP-connected LLM tooling querying production data directly for analyses, reporting and PRD drafting.
- Govern the company's AI platforms — model selection and usage policy, MCP connector rollout, user onboarding, and the cross-platform cost reviews that inform executive tooling decisions.

Feature Coordinator · Hubtel Ltd.

Jul 2024 – Aug 2025

- Owned features across the live quick-commerce ecosystem — the consumer product and the **retailer platform** serving 4,000+ active retail businesses — from stakeholder intent through PRD to launch.
- Ran sprint planning and stand-ups with engineering and design; validated features with A/B tests, adoption and funnel data — and killed what didn't move the numbers.

Product Researcher · Hubtel Ltd.

Sep 2023 – Jul 2024

- Owned product analytics for the quick-commerce business: funnel construction and drop-off analysis, churn investigations, A/B test design and feature validation.
- Ran continuous user-behavior analysis, reported at whatever cadence decisions needed — research-driven iterations that helped grow orders ~40% within the first three months and carried the business to record order volumes.

Founder · Insight Data Lab Consult, Accra

2020 – present

- Deliver research, data-analysis and organizational-development engagements for SMEs and individuals.
- Expanded into **end-to-end product delivery**: designed, built (AI-assisted) and operate a production order-management system for a catering business — in live daily use.

CERTIFICATIONS & LANGUAGES

- PSPO I — Scrum.org (2026) · AWS Certified Cloud Practitioner CLF-C02 (2026) · Microsoft Certified Business Analyst (2024) · Google Data Analytics (2024)
- English — fluent · German — B2 (Goethe-Institut, 2026)

EDUCATION

MBA, Marketing (3.72/4.00) · Catholic University College of Ghana

2017 – 2019

BSc Management — First Class Honours (3.62/4.00) · Catholic University College of Ghana

2013 – 2017

SKILLS

- **Product**: discovery & user research, PRDs, prototyping, roadmapping & prioritization, A/B testing, Agile/Scrum, stakeholder management (Azure DevOps, Jira, Confluence, Figma)
- **Data**: SQL, Mixpanel, Power BI, Tableau, Metabase, Excel/SPSS, KPI definition, funnel & cohort analytics, executive reporting
- **AI-native delivery**: LLM product workflows (Claude API, MCP-connected data agents), prompt engineering, AI-assisted prototyping & development, AI platform administration & cost governance