

O. FELIX AMORUWA

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Staff Product Manager with 12+ years driving full-funnel growth across consumer mobile and enterprise platforms — including 275% YoY engagement growth scaling to 675M+ annual engagements at Intuit, and \$480K/month incremental revenue from a single activation feature. Proven at serving two customers at once: the individual user and the organization that pays, with experience designing onboarding, activation, and engagement loops that convert first-time users into durable habits. Built and launched 0-to-1 consumer mobile products with self-serve enrollment, partner integrations, and go-to-market execution. Carnegie Mellon MBA; UC Berkeley BS, Computational Engineering.

PROFESSIONAL EXPERIENCE

INTUIT | Mountain View, CA

Staff Product Manager — Growth, Platform & Developer Activation 06/21 – 09/24

- Drove 275% YoY growth in ICE platform engagements, scaling to 675M+ in FY23 across QuickBooks, TurboTax, Mint, Mailchimp, and Credit Karma — set the north-star engagement metric and segment-level targets that anchored team prioritization.
- Architected the activation funnel for ICE Self-Service (DevPortal, GitOps config, ICE Playground), collapsing onboarding time from 2–3 weeks to minutes in pre-prod and <24 hours for production — eliminating drop-off across enrollment and early lifecycle while mitigating \$1M+ in projected opex growth.
- Implemented ICE Presence in async chat, generating \$480K/month in incremental revenue; deployed Background-to-Foreground Messaging on iOS/Android with <100ms latency — demonstrating that activation and engagement loops compound into durable revenue.
- Served dual customers simultaneously — individual developers (self-serve enrollment, SDK onboarding) and product org stakeholders (roadmap alignment, capacity planning) — balancing consumer growth tactics with B2B2C platform motions across 30+ product SKUs.
- Used SQL and BigQuery telemetry to instrument the funnel, identify drop-off, and prioritize developer pain points across ~20 mobile apps; built Asterias, a declarative asset lifecycle management platform with GraphQL API, to operationalize data-driven decisions.
- Scaled platform throughput from 6K to 50K TPS via rSocket migration supporting ~1.5M concurrent connections with sub-25ms TP99 — enabling the engagement volume growth without reliability degradation.
- Led Mailchimp GCP-to-AWS migration for MSaaS and initiated Drift Detection program (Java JAR library scanning Git repos), partnering cross-functionally with Design, Engineering, and Security to ship on deadline. DeveloperWeek 2022 speaker.

STREAMIO AI | Oakland, CA

Founder & CEO — Consumer Mobile & AI Platform (macOS, Linux, iOS & Web) 09/24 – Present

- Defined full-funnel go-to-market strategy and led customer discovery interviews to identify acquisition channels, refine onboarding flows, and validate product-market fit across real estate, insurance, and financial markets verticals.
- Built end-to-end self-serve enrollment and payments pipeline — Kinde OAuth 2.0, Stripe tiered subscriptions, and Electron SafeStorage — enabling frictionless signup-to-first-value for individual users and team accounts.
- Shipped production Electron + React + TypeScript desktop application with 100+ components and native macOS/Linux support, providing real-time AI analysis via Claude (MCP SDK) — demonstrating 0-to-1 consumer mobile product ownership from strategy through launch.
- Implemented OpenClaw multi-agent orchestration framework with gateway protocol and subagent delegation, enabling coordinated AI workflows across multiple industry verticals — productizing integrations so each new partner compounds rather than starts from zero.

FINTELLECT AI | Oakland, CA

Founder & CEO — Consumer Mobile Fintech Platform (iOS/Android/Web) 09/24 – Present

- Owned acquisition, activation, and engagement strategy for a dual-audience consumer mobile product — individual retail investors and institutional partners — executing App Store launch and influencer partnership go-to-market.
- Ran customer discovery with trader cohorts to identify drop-off in the early lifecycle, iterating onboarding and first-value flows to improve activation; established partnerships with industry influencers as an organic acquisition channel.
- Built AI-powered financial analysis tools and domain-specific conversational agents delivering context-aware, guided interactions — designing engagement loops intended to build frequency and make the platform the default for investment decisions.

SPLUNK INC. | San Francisco, CA

Senior Product Manager — Search Orchestration 01/19 – 01/21

- Delivered Scheduler Service end-to-end in ~4 months, enabling scheduled search for first-party applications and demoed at Splunk .conf19; led query performance optimization achieving up to 10x improvement for a Fortune 500 beta customer.
- Designed RICE-based prioritization framework across 3 microservice backlogs, balancing internal partner, third-party developer, and enterprise customer requirements — setting the experimentation and prioritization bar for the team. Splunk .conf18 Speaker.

KAISER PERMANENTE | Pleasanton, CA

SOA Technical Product Manager 08/12 – 12/18

- Led enterprise rollout of Splunk Logging-as-a-Service (1.7 TB daily volume) to 200+ internal enterprise customers — owning the acquisition and onboarding motion for a managed platform serving a large, distributed organizational customer base.
- Built Redis/XC10 caching capability enterprise-wide; led demand forecasting and capacity planning across multiple datacenters to sustain engagement growth.

IBM | Pittsburgh, PA / Foster City, CA / RTP, NC

Software Engineer — Business Intelligence Products 07/05 – 03/10

- Resolved multiple \$1–5M high-severity customer escalations for enterprise BI products; improved case resolution time by 20% across the Support Organization through cross-functional root cause analysis.

BANK OF AMERICA MERRILL LYNCH | Charlotte, NC

Tech MBA Summer Associate — Global Corporate & Investment Banking T&O 06/11 – 08/11

- Developed Monte Carlo simulation model to optimize DMAIC phase distribution across a \$494M portfolio — demonstrating quantitative rigor applied to large-scale business decision-making.

EDUCATION

CARNEGIE MELLON UNIVERSITY, SILICON VALLEY

Master of Science — Software Management Mountain View, CA (08/16)

CARNEGIE MELLON, TEPPER SCHOOL OF BUSINESS

Master of Business Administration — Concentrations: Finance, Quantitative Analysis, Economics Pittsburgh, PA (03/12)

UC BERKELEY, COLLEGE OF ENGINEERING & HAAS SCHOOL OF BUSINESS

Bachelor of Science — Computational Engineering Science Berkeley, CA (12/05)

Certificate — Corporate Finance for Financial Engineering

AI/ML RESEARCH & PROJECTS

aeval — AI Model Evaluation Platform (2025–2026)

- Built local-first evaluation platform with 5 core eval types, adversarial safety testing, bootstrap confidence intervals, Welch's t-test, Cohen's d effect size, and CI/CD regression detection — demonstrating experimentation rigor and statistical discipline. Stack: FastAPI, TimescaleDB, Redis, Next.js, Ollama.

RL Workbench — Post-Training RL Platform (2026)

- Built 3-phase RL post-training workbench benchmarking GRPO/DPO across TRL, VeRL, OpenRLHF, and NeMo RL; implemented 12 RL algorithms with standardized throughput/memory/convergence benchmarking and cross-tab workflow lineage tracking.

BRAIN — Protein Structure Prediction ML Platform (UC Berkeley 2004; rewritten 2026)

- Production ML platform in PyTorch with 5 neural architectures, MLflow experiment tracking, Optuna HPO, and FastAPI serving; original 2004 system hand-coded in C++ with custom BPTT. NeurIPS 2014 accepted paper.

TEACHING EXPERIENCE

DE ANZA COLLEGE | Cupertino, CA

Adjunct Faculty — Computer Information Systems Department 04/18 – Present

- Java Programming, PL/SQL, Data Analytics, Large Scale Cloud Computing (AWS, GCP), Ethical Hacking, Digital Forensics, Managing Cloud Projects.

ADDITIONAL INFORMATION

- FAA Commercial Drone License; FAA Private Pilot License (intended CFI)
- O'Reilly & OER Publications: Data Analytics and Managing Cloud Projects (forthcoming Summer 2026)
- First Tee Assistant Golf Coach — San Francisco Chapter (2012–Present), Pittsburgh Chapter (2011–2012)
- Interests: Classical & Jazz Saxophone (Alto/Tenor/Baritone), Triathlon, Golf, Intramural Basketball & Soccer