

Osaze Okunbo

Associate Product Manager, Operations & Automation

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Summary

Product and operations analyst with a UCLA background, licensed Realtor domain experience, and a track record of translating business bottlenecks into automated workflows, internal tools, and revenue systems. I bridge user needs, operations, and technical execution across product discovery, requirements gathering, pricing logic, AI-assisted prototyping, stakeholder communication, and go-to-market support.

Professional Experience

SmartSoil Polymers, Inc.

Apr 2025 - Present

Associate Product Manager, Operations & Automation | Los Angeles, CA

- Led product and automation initiatives across Sales and Operations for SmartSoil Hydrogel, translating manual business workflows into software requirements, pricing logic, and user-facing tools.
- Built SmartSoil Estimator, a custom GIS mapping and pricing application that calculates land area, polymer pricing, and 5-year water-savings ROI from drawn map perimeters.
- Reduced the sales quoting lifecycle by over 99%, cutting turnaround time from up to 48 hours to under 30 seconds while centralizing quote data for follow-up and pipeline tracking.
- Supported go-to-market planning for a B2C residential vertical by developing residential pricing formulas and building the public-facing website before adapting the product workflow for commercial sales.

Real Technology

Dec 2022 - Present

Licensed Realtor | Los Angeles, CA

- Advise residential clients through property search, pricing analysis, offer strategy, transaction coordination, and high-trust client communication.
- Built firsthand PropTech domain knowledge across listing workflows, buyer and seller pain points, CRM follow-up, lead generation, and digital property marketing.

Independent Product Portfolio

2022 - Present

Product & Automation Consultant | Los Angeles, CA

- **Vantage:** Owned product scope and launch execution for a local-first desktop trading terminal for macOS and Windows with broker sync, trading journal analytics, Vantage Money, risk controls, TradingView signal routing, Trade Copier workspaces, licensing, installers, and a launch/pricing website.
- **TextPilot:** Scoped and shipped an AI sales automation platform featuring AI voice calling, inbound reception, bulk SMS/iMessage outreach, CRM pipeline tracking, campaign management, call transcripts, and real-time analytics.
- **Curb Appeal:** Created a virtual staging product for real estate workflows, helping agents transform vacant property photos into furnished listing assets.
- **Photo Processor:** Built a native macOS utility for The Realtors Studio workflow, automating batch image renaming and resizing for listing media delivery.
- **LeadFlow AI:** Developed an AI-enabled CRM that improves sales team efficiency through lead management, task tracking, Twilio communications, and automated outbound calling campaigns.
- **MyLynk:** Led development of a link-in-bio platform with e-commerce and monetization features for creators.

Skills

Product & Strategy: Product Discovery, Requirements Gathering, Roadmapping, User Research, GTM Strategy, Workflow Automation, Pricing Logic

Product Tools & Automation: AI-Assisted Prototyping, API Integrations, Data Models, GIS Workflows, CRM Automation, Broker Sync Workflows, Dashboard Analytics, Twilio/AI Integrations, Electron/Next.js Product Delivery

Education

UCLA - Bachelor of Arts, Philosophy, 2022 | Licensed Realtor