SEMIRA YESUFU

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SUMMARY

Product and strategy professional with a computer science background, STEM MBA, and 4+ years of experience building products and driving digital transformation across media, healthcare, fintech, e-commerce, and enterprise. Deep expertise in product discovery, commercialization strategy, operational process design, and applied AI. Scaled a fintech startup's users 100x, contributed to tripling a creator platform's revenue to $7M, led ERP process design and rollout for a $6.5B government portfolio, and built RAG-grounded AI tooling at The New York Times that cut AI workflow setup time by 50%.

SKILLS

Tools: SQL | Tableau | R | Excel | Claude Code | Codex | Braintrust | GitHub | Jira | Notion | Figma | Miro | Qualtrics | Scribe
Core Skills: Commercialization Strategy | Financial Modeling | Market Research & Analysis | Change Management | Product Strategy | Product Discovery | Due Diligence | Context Engineering | LLM Evaluation | A/B Testing

EDUCATION

Indiana University, Kelley School of Business, Bloomington, IN May 2027
Master of Business Administration (STEM), major in Marketing and Entrepreneurial Innovation

- **John T. Chambers Innovation Fellow:** Lead IU's cross-campus startup competition and venture analyst team, designing AI systems to scale founder support
- **MBA Media Fellow:** Selected as 1 of 4 MBA students nationally to explore the future of AI in media with The New York Times, The Guardian, POLITICO, and The Atlantic
- **Forté Fellow:** Awarded the Forte Foundation's MBA fellowship and scholarship for women leaders in business

Benson Idahosa University, Benin City, Nigeria November 2021
Bachelor of Science, major in Computer Science (GPA: 4.97/5.0)

- Summa Cum Laude (Top 1%) | Overall Best Graduating Student, Faculty of Science

EXPERIENCE

The New York Times, New York, NY June 2026 – August 2026
AI Strategist (MBA Intern), Products and Platforms

- Cut AI workflow setup time by 50% by building a version-controlled, RAG-based context kit that structured and attributed source content to ground the team's AI tools, reducing hallucinations
- Led product discovery with 8 key stakeholders to prioritize high-impact AI use cases, translating findings into requirements for specialized internal AI tools built on the context kit
- Defined go-to-market strategy for an AI agent integration product, analyzing pricing, buyer segments, and competitive models, and presented recommendations to senior leadership

Blue Fintech, Abuja, Nigeria March 2023 – July 2025
Founding Product Manager

- Scaled active users from 500 to 50,000 by defining a B2B2C market-entry strategy, leveraging retail partnerships, and optimizing customer acquisition channels
- Improved customer data quality by 30% across compliance workflows by establishing data governance standards and product requirements for a proprietary KYC-tracking CRM with embedded behavioral analytics
- Led a cross-functional team of 5 across engineering and design to optimize core payment experiences, increasing monthly transaction volume by 10% through usability testing and A/B testing

Selar, Lagos, Nigeria January 2023 – August 2024
Product Designer (Contract)

- Launched product experiences contributing to a 3x platform revenue increase to $7M for a global commerce platform serving 1.5M customers and 240,000+ creators, leveraging market benchmarking and product experimentation
- Reduced support costs by 50% and drop-off by 20% by identifying a broken multi-user onboarding experience through qualitative user research and redesigning segmented flows using journey mapping

ACIOE Associates, Abuja, Nigeria July 2023 – November 2023
Service Designer (Contract)

- Optimized Edo State's digital ID system, revamping the service blueprint to scale secure digital ID access for 5M+ residents as part of a Gates Foundation-supported initiative
- Trained 20+ Digital Champions across Edo State agencies using a train-the-trainer model, equipping them to run citizen-centered design training for their own teams

Infostrategy Technology, Abuja, Nigeria February 2022 – March 2023
Enterprise UX Designer

- Drove operational process design and phased ERP implementation to digitize a $6.5B government investment portfolio, moving 1,000 employees onto digital workflows with stronger risk controls

AI & STRATEGY PROJECTS

- **AI Strategy Consultant, CogenthubCX.AI:** Prototyped an AI sales intelligence tool and authored its PRD, projected to cut buyer research time by 30% for health insurance sales teams
- **Innovation Strategy Consultant, HG Ventures:** Developed the business case to commercialize a university patent, sizing an $8.3B U.S. market and modeling technical outcomes to recommend a licensing path with up to $28M annual profit upside
- **Strategy Consultant, Cook Medical:** Evaluated interventional MRI technologies and the China market to recommend build, partner, or license paths for senior executives
- **1st Place Winner, Elevate Ventures Competition:** Assessed product-market fit, GTM strategy, and unit economics for an early-stage MedTech company to develop an independent investment thesis
- **1st Place Winner, Kelley AI PM Hackathon:** Built Jesa AI, a RAG-powered learning copilot featuring real-time difficulty calibration, multilingual explainers, and hallucination guardrails to optimize student retention
- **2nd Place Winner, Nexpring Health Case Competition:** Conducted a global market entry analysis across five IVF markets, backed by a three-year P&L model and a competitive lifecycle framework
- **Top 10 Finalist, USC & Google Global Competition:** Developed a prototype for an autonomous AI purchasing agent on Google Cloud Platform (GCP), designing the platform experience and defining merchant-to-payment technology integrations

LEADERSHIP & ACTIVITIES

- **Founder, Path4Her**: A technology and AI literacy nonprofit reaching 2,000+ women across 5 locations in Nigeria
- **Writer & Creator:** Grew 7,000+ followers across LinkedIn and Medium with content and tools on AI, careers, and finance