Anthony Idigbe

Senior AI Product Manager

Product Owner · Scrum Master · Technical Lead

Manchester, UK · +44 737 514 0862
anthony@idigbe.com
linkedin.com/in/tonyidigbe · anthony.idigbe.com

SUMMARY

Senior AI Product Manager with ten years delivering B2C digital products and production AI in legal tech, telecoms, e-commerce and payments. I find the commercial value in LLMs and turn it into shipped internal copilots, RAG and semantic search, and automation, working hands-on with engineering in Claude Code and Python. I founded Breakout Ventures, where I've built 6+ products on web, iOS and Android. MSc Software & Systems Engineering (Distinction).

KEY ACHIEVEMENTS

62%
Cut operational costs at ZUOWEI with production LLM copilots and n8n automation

1M+
New sales and upgrades in year one from the EE broadband and Digital Voice solutions I helped shape

+39 NPS
Raised in three months by owning EE's B2C digital journeys roadmap

EXPERIENCE

Senior AI Product Manager · ZUOWEI
Jul 2024 – Present

London, UK · Legal technology firm automating legal service delivery and regulatory workflows

- Owned AI product strategy and prioritised high-ROI LLM use cases, automating manual workflows and **reducing operational service costs by 62%.**
- Deployed internal copilots and custom n8n orchestration workflows that **cut manual contact-centre data entry by 35%.**
- Assessed trade-offs across Claude and Google Gemini for production LLM features, meeting strict regulatory standards for safety and precision.
- Translated RAG and semantic-search requirements into epics, feature maps and acceptance criteria. Led and line-managed a multidisciplinary Agile squad.

Product Manager, Digital Journeys · EE
Jun 2023 – Jun 2024

London, UK · The UK's largest mobile network operator and internet service provider

- Owned the B2C digital journeys roadmap across multiple squads, **raising NPS by 39 points in three months.**
- Led the design and integration of internal customer-service APIs across mobile and broadband, **reducing MTTR by 24%.**
- Helped shape the "New IT" 1.6 Gbps broadband and Digital Voice solutions, which generated **1M+ new sales and upgrades** in year one.

Product Manager · Blackwing Productions
Nov 2021 – May 2023

London, UK (Remote) · High-growth B2C digital content and interactive platforms

- Balanced business value against technical constraints across Agile cycles, **keeping 95% of releases on time.**
- Used Amplitude and Adobe Analytics to optimise servicing journeys, **reducing support requests by 40%.**

Anthony Idigbe

anthony@idigbe.com · anthony.idigbe.com

EXPERIENCE, CONTINUED

Agile Product Analyst · Temu

Apr 2021 – Sep 2021

Dublin, Ireland (Remote) · Global B2C e-commerce marketplace

- Ran requirements workshops that turned business objectives into customer-focused backlog priorities.
- Ran structured A/B tests to evaluate trade-offs, **increasing core feature adoption by 10%.**

Technical Product Manager · ITEX Integrated Services

Dec 2016 – Dec 2020

Lagos, Nigeria · Leading payment provider, regulated B2C payment infrastructure

- Led backend infrastructure and reporting upgrades, **improving system performance by 50%.**
- Managed delivery risk across complex initiatives, sustaining **99.9% transaction uptime** on regulated financial platforms.

FOUNDER & PRODUCTS

Founder & Product Lead · Breakout Ventures

Jun 2020 – Present

Manchester, UK · Custom software, mobile apps and AI platform integrations · breakoutventures.tech

- **AiiKii** (aiikiiglobal.com · web, iOS, Android · piloting): an AI-powered services marketplace with tailored customer support, smart recommendations and automated lead pipelines for providers. Drove an **85% increase in pre-launch adoption** through the waitlist and offline onboarding.
- **CareerRoyale** (careerroyale.com): AI résumé optimisation and live interview practice, with a free tier and paid subscriptions. Its production matching engine uses RAG and semantic embeddings and scores **89% on evaluation accuracy**, and revenue is up **80% since launch**.
- **EnterTown** (enter.town · web, apps in progress): a platform for authentic African travel and cultural experiences.
- **AdPloria** (adploria.com): a generative-AI tool for ad-ready images, videos, and content publishing.
- **Proxiya** (proxiya.com): a scheduling and paid-bookings platform with calendar sync and Stripe payments.
- **DankaiFlow** (dankaiflow.com): a self-hosted AI sales engine that takes leads from first contact to paid invoice, with one AI agent qualifying and booking across web chat, SMS, WhatsApp, voice and email, 24/7.

SKILLS

AI & engineering	Production LLM apps, RAG, semantic search, vector embeddings, AI evaluation, prompt engineering, AI agents, AI-assisted Python
Product	AI strategy, roadmaps, discovery, epics and acceptance criteria, customer journey mapping, A/B testing, digital analytics
Delivery	Scrum, SAFe, Kanban, cross-functional squad leadership, stakeholder management
Tools	Claude Code, Google Gemini, Google Antigravity, n8n, ServiceNow, AWS, REST APIs, Jira, Miro, GA4, Amplitude, PostHog, FullStory, SQL

CERTIFICATIONS

- **ServiceNow CSA**
- PSM II · Scrum.org
- AWS Cloud Practitioner
- Google AI Professional
- SAFe 6 Scrum Master
- PSPO II · Scrum.org
- IBM Design Thinking
- Claude Certified Architect – Foundations (in progress)

EDUCATION

MSc Software & Systems Engineering, Distinction

Budapest University of Technology and Economics (BUTE), Hungary