

YIDNEKACHEW TAMIRAT TAFFESSE

Senior Product Manager | AI Platforms | Digital Transformation | Emerging Markets

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Product Leader with **12+ years of experience building and scaling digital and AI-enabled products across development, telecom, agriculture, and digital sectors**. Scaled AI-driven products serving **200K+ users** and enterprise services generating **\$1.2M+ annual revenue**. Experienced in **GTM strategy, growth experimentation, cloud platforms, and data-driven product development**, with a strong focus on using AI and digital systems to drive measurable impact in emerging markets. Skilled at translating complex user needs into practical technology solutions through **user research, product analytics, and agile delivery**.

Key Impact Highlights

- Scaled an **AI-powered farmer advisory platform to 200K+ smallholder farmers**, generating **1.5M+ queries, reducing cost/advisory by 77%** through acquisition, engagement and GTM strategies.
- Managed **Safaricom's cloud and connectivity portfolio**, launching B2B services generating **\$1.2M+ ARR**.
- Increased **Ethiojobs traffic from 5K to 45K daily users** through SEO, UX optimization, and product experimentation in 3 months.
- Led development of **career platforms supporting 100K+ university graduates annually**.

Professional Experience

Product Manager - AI Digital Transformation, Digital Green (Mar 2025 – Mar 2026, 1yr.)

Driving AI-enabled digital transformation in agriculture through scalable, farmer-centric platforms.

- **Led end-to-end strategy, launch, and scale of FarmerChat** (AI powered Ag-Advisory), reaching **200,000+ farmers within the first year** through structured GTM, adoption, and engagement frameworks.
- Led cross-functional teams of **engineering, AI research, field teams, and product operations** to deliver farmer advisory platform features.
- Improved farmer onboarding activation from 45% to 78% by **leading data-driven acquisition and retention initiatives**, leveraging growth experiments and real-time performance dashboards to optimize the user journey.

Product Manager - Cloud Services, Safaricom Ethiopia (Feb 2022 – Feb 2025, 3yr.)

Led the development and launch of enterprise-grade connectivity and cloud solutions that enabled digital transformation for businesses across Ethiopia.

- Owned **B2B cloud and connectivity portfolio**, launching and scaling enterprise solutions, generating **\$100K+ in monthly recurring revenue**.
- Led **product lifecycle management** from discovery and roadmap planning to launch and market expansion.
- Spearheaded the rollout of Ethiopia's **first open-access FTTH service**, driving large-scale residential broadband adoption and supporting the nation's digital infrastructure goals.
- Defined **product KPIs and performance dashboards** to track adoption, revenue growth, and customer engagement.

Project Manager and Full Stack Developer, KeyTech PLC, (May 2019 – Feb 2022, 2yr. 9mo.)

- Led development and delivery of digital platforms for multiple international and Ethiopian startups and enterprises.
- Project Manager, Easy Trip: Managed the development of ride-hailing technology.
- Project Manager and Full-stack Developer, BeU Delivery: Oversaw and contributed to the development of the delivery platform.

Product Manager, Info Mind Solutions (Jan 2016 – May 2019, 3yr. 4 mo.)

- Led product strategy and growth for Ethiopia's largest digital employment ecosystem, overseeing **Ethiojobs, Dereja, and Kipawa**, platforms connecting employers and job seekers across the country.
- Scaled **Ethiojobs daily traffic from 5K to 45K users** through SEO optimization, UX improvements, and product-led growth experimentation.
- Led the development and launch of Dereja, a graduate career development **platform supporting 100K+ university graduates annually** with career guidance and employment opportunities.

Senior Programmer and Server Administrator, Info Mind Solutions (Jan 2015 - Dec 2015, 1yr.)

Setup and administration of a dedicated Linux web server. Complete SEO improvement of multiple websites, putting them number one on Google search results in their industry. Improved Ethiojobs' Alexa World Site ranking from 65,000 to 9,500 in one year.

Fullstack Web Developer, Info Mind Solutions (Sep 2013 - Dec 2014, 1yr. 4mo)

Core Leadership Competencies

- Product Vision, Strategy & Multi-Year Roadmap Leadership
- Digital Transformation & Platform Scaling
- AI-Enabled Product Development
- Cross-Functional Stakeholder Alignment
- Go-to-Market Strategy & Market Expansion
- Data-Driven Growth & Retention Optimization

Technical Skills

- Product Management: Product Roadmapping, Product Discovery, GTM Strategy, Agile/Scrum Delivery, User Research and Experimentation
- Analytics: Product Analytics, Growth Experiments, KPI & OKR Tracking, A/B Testing
- Technical: Python, Node.js, PHP, APIs, Cloud Infrastructure, System Architecture
- AI Products: Chatbots, AI advisory platforms, ML-enabled products
- Tools: Jira, Confluence, Figma, Mixpanel, Google Analytics, PowerBI, Advanced SQL, Firebase

Education and Certifications

- BSc, Information Science from Addis Ababa University with **CGPA 3.83**, 2009 – 2013
- **Certified Scrum Product Owner (CSPO)**
- **McKinsey Forward Program Alumni**

Language: **English**, Professional Proficiency; **Amharic**, Native Proficiency

Reference: Senior executive and professional references are available upon request