

EMEKA OKORO

San Antonio, TX – Tel: (704) 241 1759 – email: eokoro@gmail.com

EXPERIENCE

Salesforce, San Francisco, CA

Director, Competitive Intelligence (February 2024 – August 2024)

- Managed and led competitive intelligence programs that drove innovation across Salesforce Customer Success portfolio
- Developed a competitive narrative that fueled Salesforce Customer Success portfolio roadmap and enhancements
- Directly supported sales teams in competitive scenarios related to a specific set of products, offers, and/or competitors
- Identified and addressed competitive threats related to Salesforce renewals and attrition
- Developed and maintained competitive playbooks for distribution teams
- Provided quarterly competitive analysis reports to stakeholders

Sauce Labs, San Francisco, CA

Product Marketing Manager – Market and Competitive Intelligence (April 2022 – May 2023)

- Led all Market and Competitive Intelligence gathering activities at Sauce Labs
- Primarily responsible for shaping Sauce Labs' competitive positioning in the test automation platform marketplace
- Provided actionable insights on Test Automation industry landscape to proactively drive strategic business decisions
- Built and communicated detailed understanding of competitor profiles, differentiation, messaging, and positioning
- Conducted and communicated results of Win/ Loss analysis
- Created battlecards and playbooks that led to a 15% increase in closed deals

Katalon, Inc. Atlanta, GA

Senior Manager – Market and Competitive Intelligence (August 2021 – February 2022)

- Established the Competitive Intelligence function at Katalon, Inc. from scratch
- Provided actionable insights on Test Automation industry landscape to proactively drive strategic business decisions
- Worked closely with Senior Product and Marketing Managers on competitor profiles, messaging, and positioning
- Created battlecards and insights that helped the sales team increase revenue by 12%

USAA, San Antonio, TX

Lead Enterprise Competitive Intelligence Analyst – Enterprise Competitive Intelligence (June 2014 – August 2021)

Senior Enterprise Competitive Intelligence Analyst – Enterprise Competitive Intelligence (November 2008 – June 2014)

- Provided actionable analysis and intelligence on competitive landscape
- Worked closely with Product Managers and Senior Marketing Officers on competitor profiling
- Conducted primary and secondary market intelligence research
- Editor of USAA's Enterprise Competitive Intelligence Newsletter
- Led industry disruption research that convinced USAA's Board of Directors to sell its Brokerage and Asset Management businesses for a total of \$3 billion

TIAA- CREF Asset Management, Charlotte, NC

Product Analyst - TIAA-CREF Asset Management (January 2006 – September 2008)

- Mutual Fund Portfolio Analytics – performed quantitative product analysis to determine product style and sub-styles
- Provided in-depth competitor analysis of institutional investors to assess marketing opportunities
- Proactively monitored and analyzed industry and competitor strategies, activities and best practices
- Provided input to investment product business cases fixed income, private equity, hedge funds, and ETFs

Product Distribution Manager - Product Management & Strategic Planning (January 2005 - January 2006)

- Identified potential partnership opportunities to distribute TIAA-CREF products
- Worked with product managers to understand product strengths, weaknesses, and pricing considerations
- Analyzed business opportunities and its potential impact on TIAA-CREF
- Developed the necessary business cases and financials to support recommendations

Bank of America, Charlotte, NC

Vice President, Manager - Competitive Intelligence & Benchmarking (June 2004 - December 2004)

- Proactively monitored and analyzed industry and competitor strategies, activities and best practices
- Provided input to business case development in support of channel and business partner strategic plans
- Established holistic analytical view of competitive intelligence in support of operational leadership
- Produced monthly competitive intelligence brief reviewing business practices, processes and systems

Vice President, Senior Portfolio Analyst - Risk Management Reporting and Review (April 2003 - June 2004)

- Analyzed consumer portfolio (Credit Card & Mortgage) and produced report for Board of Directors and Executives
- Monitored bank mortgage portfolio and performed ad hoc research as needed
- Produced quarterly and yearly bank peer risk analysis and surveillance report
- Produced weekly market intelligence newsletter on consumer market (Mortgage and Credit Card)

Assistant Vice President (Competitive Intelligence) - Consumer Real Estate Strategy Group (June 2002 - April 2003)

- Monitored and provided timely market and competitive intelligence on the mortgage origination industry
- Performed competitive/ valuation analysis on prospective merger and acquisition companies
- Supported Consumer Real Estate lines of business by meeting market intelligence needs
- Created quarterly and annual mortgage report on trends in mortgage industry

Assistant Vice President (Competitive Intelligence) - Consumer Real Estate Product Development & Innovation Group (November 2000 - June 2002)

- Conducted primary/ secondary research on new mortgage products
- Designed, created and published quarterly and annual report on the mortgage industry
- Monitored, and reported Bank of America Consumer Real Estate's performance
- Gathered, analyzed and disseminated market intelligence on mortgage industry competitors

Forecasting Analyst - Direct Banking Planning & Operations Group (May 1999 - November 2000)

- Created intra-day, daily, and monthly Call Volume forecasts for bank's call centers
- Provided consulting services to bank's call centers
- Designed and managed Forecasting and Planning Database
- Conducted research and reporting projects on an ad hoc basis

EDUCATION

Management Development Program (MDP)

Harvard Business School Association of Charlotte, NC

Masters in Business Administration (MBA) December

Winthrop University, Rock Hill, SC Concentration: General Management

Bachelor of Science in Business Administration

University of South Carolina, Columbia, SC Concentration: Finance

International Baccalaureate Diploma

The Armand Hammer United World College, Montezuma, NM

CERTIFICATION

Competitive Intelligence Professional Master of CI (CIP II) Certificate

Academy of Competitive Intelligence (ACI)

Competitive Intelligence Professional (CIP I) Certificate

Academy of Competitive Intelligence (ACI)