

# EMEKA OKORO

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## 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)