

EMEKA OKORO

EXPERIENCE

Texas A & M University San Antonio, TX

Adjunct Professor (Finance), College of Accounting & Finance (January 2026 – Present)

- Design and deliver lectures that explain key corporate finance principles using real-world case studies
- Evaluate student performance through exams, assignments, and class discussions
- Integrate current market developments, financial data tools, and ethical considerations into coursework
- Provide mentorship and academic support to students by offering guidance on career paths in finance

Salesforce, San Francisco, CA

Director, Competitive Intelligence (February 2024 – August 2024)

- Owned CI programs aligned with Customer Success Strategy; integrated market insights into product roadmap planning
- Created differentiated competitive positioning that influenced go-to-market (GTM) strategy and portfolio enhancements
- Partnered directly with field enablement and sales to improve win rates in competitive deal cycles
- Flagged attrition risks through strategic intelligence, informing customer renewal strategy
- Delivered competitive playbooks and executive briefings that equipped GTM teams with strategic guidance

Sauce Labs, San Francisco, CA

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

- Built Sauce Labs' Competitive Intelligence function, establishing core frameworks for competitor and market monitoring
- Synthesized industry trends and competitor movements to inform executive-level decision-making and product strategy
- Partnered with sales enablement to create battlecards and sales playbooks - resulting in a 15% uplift in deal conversions
- Conducted win/ loss analysis to optimize sales positioning and messaging

Katalon, Inc. Atlanta, GA

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

- Launched and led Competitive Intelligence function, supporting strategic planning and product development through structured market insights
- Built internal network to ensure continuous competitive intelligence sharing across product, marketing, and sales
- Designed competitor deep-dives and opportunity maps that drove 12% revenue growth via improved sales execution

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)

- Delivered enterprise-wide competitor monitoring and strategic research to support multi-line financial services business
- Led disruption analysis that informed the \$3 billion divestiture of Brokerage and Asset Management units
- Produced Intelligence briefings, newsletters, and dashboards to maintain executive visibility into competitive threats
- Partnered with product and marketing leadership on positioning, messaging, and roadmap strategy

TIAA- CREF Asset Management, Charlotte, NC

Product Distribution Manager/ Product Analyst - TIAA-CREF Asset Management (January 2005 – September 2008)

- Conducted benchmarking and quantitative product analysis across mutual funds and alternative asset classes
- Identified distribution partnerships and developed business cases to accelerate product adoption
- Delivered competitive insights to investment product innovation in ETFs, Fixed Income, and Private Equity

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 - Consumer Real Estate Strategy Group (November 2000 - 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

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

Perplexity AI Business Fellow

Perplexity AI, Inc. San Francisco, CA

Masters in Business Administration (MBA)

Winthrop University, Rock Hill, SC

Bachelor of Science in Business Administration

University of South Carolina, Columbia, SC

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)