

ANTENEH F. YIMMAM

Product Manager | AI Strategy & Business Development | Cross-Functional Product Leadership

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PROFESSIONAL SUMMARY

Product-focused professional with 3+ years leading product roadmaps, market research, and strategic partnerships across AI, EdTech, and impact-driven organizations in East Africa. Skilled in translating stakeholder and user insights into prioritized product decisions, coordinating cross-functional teams, and applying lean, data-informed methods to accelerate delivery and adoption. Currently driving AI ecosystem partnerships at iCog Labs and product strategy for an agri-fintech venture, with a track record of scaling platforms to 7,000+ users and cutting delivery timelines by up to 50%.

CORE SKILLS

Product Strategy & Roadmapping • Market & User Research • Strategic Partnerships • Stakeholder Management • Cross-Functional Team Leadership • MVP Development & Testing • Agile & Lean Methodologies • AI Strategy • Go-to-Market Planning • Data-Driven Decision Making • Investor & Partner Relations • User-Centered Design • Business Development • Project Management

PROFESSIONAL EXPERIENCE

Education Lead — Ethioware EdTech Initiative

Sep 2023 – Present

- Built and executed a product roadmap for a hybrid learning platform, onboarding 7,000+ students across 59 schools.
- Adapted the roadmap to evolving learner needs under limited data, sustaining continuous lesson adoption despite ambiguity.
- Conducted 740+ user surveys and 50+ interviews, informing feature prioritization that improved adoption by 60%.
- Partnered with engineers from Google, Amazon, and Yale and NGO stakeholders, building a 40+ member mentor network.
- Launched masterclasses and internship pipelines, achieving a 92% participant satisfaction rate.
- Recognized as Ecosystem Hero, Regional Finalist — East African Startup Awards (Jun 2024).

Project Manager — AgriData Connect

Apr 2026 – Present

- Led market research including 5 stakeholder interviews with financial-sector companies to validate product-market fit.
- Coordinated 4 cross-functional development and marketing teams to showcase the product to investors, embassies, and World Bank representatives.
- Reduced phased delivery time by 50% through improved cross-team coordination and prioritization.

Business Development — iCog Labs

Apr 2026 – Jul 2026

- Engaged 5+ AI organizations and institutional stakeholders exploring applied AI adoption and collaboration opportunities.
- Supported positioning of iCog's AI-driven products for institutional and international partners through 12+ targeted outreach.
- Built a centralized site for managing intern onboarding reducing time to outreach by 2 weeks.

Product Manager — Alenelachehu Charitable Organization

Oct 2024 – Jun 2025

- Led cross-functional teams in the development of a mental health platform, applying user-centered design and risk assessment.
- Reduced development costs by 45% and increased delivery speed by 15% through MVP testing with 30+ users and lean processes.
- Monitored product iterations and led quality control through official launch in June 2025.

Project Research Associate — Center for Advanced Computing, Hawassa University

Mar 2025 – Present

- Delivered research work packages for the Swiss-African Cybersecurity Community; authored 2 research proposals and optimized survey data workflows.
- Supported communication between faculty leads and project managers; prepared survey data and delivered findings to government and academic partners.
- Presented study findings at the International Conference on Cybersecurity & AI, UN Economic Commission for Africa (Jun 2026).
- Provided on-the-ground student support for blended learning implementation across 3,600 incoming freshman students.

EDUCATION

B.Sc., Information Systems (In Progress) — Hawassa University
GPA: 3.88/4.0. Relevant coursework: Data Structures & Algorithms, System Analysis & Design, Data Mining, Statistics, Project Management, Database Design.

Apr 2024 – Jun 2027

Machine Learning Certificate — Indian Institute of Technology, Madras
Evaluated, trained, and designed 6 machine learning models using Python.

Aug 2023 – Oct 2023

CERTIFICATIONS

- [Google Project Management: Professional Certificate](#) — Google, Oct 2025
- [Practical Application of Generative AI for Project Managers](#) — PMI, Mar 2026
- [Data Analytics for Project Management](#), Oct 2025

AWARDS & HONORS

- Ecosystem Hero, Regional Finalist — East African Startup Awards, for Ethioware EdTech Initiative (Jun 2024)
- Hospitality Hackathon Winner (Jun 2026)
- National Finalist, Agricultural Transformation Innovation Challenge (Feb 2026)
- Google Sub-Saharan Africa Students Summit, Top 100 (Apr 2023)

LANGUAGES

English (C1) • Amharic (C2, Native) • Arabic (B2) • French (A1)

RESEARCH & PUBLICATIONS

- Yimmam, A. (2024). Beyond Access: Factors Influencing Students’ Utilization of Educational Technologies at Selected High Schools in Addis Ababa – A Survey Analysis.
- Bati, T. B., Kebede, T., & Yimmam, A. F. Cybersecurity Concerns in the Digital Age: Exploring Awareness, Perceptions, and Practices Among Hawassa University Students. Presented at the International Conference on Cybersecurity & AI, UN-ECA (Jun 2026); manuscript in preparation for journal submission.

REFERENCES

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