CHISOM ANEN, MBA

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EXECUTIVE SUMMARY

- **Proven Track Record In Trust And Safety & Gen AI:** Led end-to-end product development for trust and safety and generative AI solutions and machine learning classifiers at both big tech companies and startups, driving user adoption and product success
- **Seasoned Product Leader (12+years):** Scaled technology-enabled products from concept to global launch, including trust & safety products rolled out to over 500M users worldwide
- **Fast-paced Environment Specialist:** Thrives in dynamic settings, orchestrating cross-functional teams and delivering market ready solutions under tight timelines
- **Persuasive Communicator:** Excel at explaining complex concepts into actionable strategies, influencing stakeholders through compelling go-to-market plans and design-forward thinking

EDUCATION

- Emory University, Goizueta Business School, Masters in Business Administration (MBA), 2021
- Founded Venture Capital Fund, Peachtree Venture Fund
- North Carolina State University, BS, Human Biology, 2014
- Codecademy Agentic AI Applications Bootcamp, 2025

EXPERIENCE

PRIZEPICKS
Daily Fantasy Sports And Prediction Market
Accounts Compliance And Responsible Gaming, Senior Product Manager (Trust and Safety)

Atlanta, GA
2025-2026

- Owned the anti-money laundering product strategy for prediction markets, blocking $5M+ in fraudulent transactions weekly and strengthening regulatory compliance
- Built and scaled a responsible gaming lineup-sharing feature to reduce gambling isolation and promote healthy engagement, reaching 100K+ active users
- Increased Responsible Gaming tool adoption by 400% by improving accessibility and UX, integrating tools into the prediction market product, and embedding safeguards directly into core user flows

TICKETMASTER, LIVE NATION
Events ticketing platform
Identity Trust and Safety, Senior Product Manager (Account Integrity, Fraud &Abuse)

Atlanta, GA
2023-2025

- Led development of a machine learning classifier to proactively detect and block over110,000 fake accounts monthly, significantly improving fan experience
- Planned and launched internal tooling for customer support to authenticate fans contacting customer service, resulting in a16% reduction in account takeovers
- Designed and Implemented multi-factor authentication (MFA) on sign-in and onboarding flow, reducing global account take overs by 19%, enhancing platform security and safe guarding users against unauthorized access and bad actors

META (FACEBOOK)
Social media platform
Identity Trust and Safety, Strategy and Operations (Impersonation, Teens & Under13)
Developer Operations, DevOps Specialist (APIs)

Atlanta, GA
2020-2023

- Developed and trained a machine learning classifier to detect common signals of under age accounts, increasing automation accuracy and resulting in 60,000 more automated account reviews per week
- Led cross-functional projects to create scalable platform rules, education, and support for underage account policies – collaborating closely with engineering, legal, policies, and scaled review teams
- Designed and refined community protocols for managing abusive accounts targeting teen accounts, achieving a 22% reduction in investigation time and a 13% decrease in false positive outcomes for protocol procedures

SQUIRE
Point of Sale platform for barber shops
Growth Product Manager (Point Of Sale &Mobile)

Oakland, CA
2017 to 2019

- Led development of Squire's mobile app, resulting in a35% improvement in user engagement and a 25% increase in app retention within six months, enhancing the platform's usability for barbershop clients Boosted brand visibility and customer acquisition by representing Squire
- at over 15 trade shows, attracting hundreds of potential clients and contributing to the onboarding of 3,000 barbershops Optimized the onboarding process, reducing setup time by 40%,which increased onboarding conversion rates by 30% and streamlined the experience for barbershop owners

LIFTED EDUCATION
Academic and behavioral tracking platform for special education teachers

Product Manager (Native iOS)

Oakland, CA

- Ideated and launched a new product innovation,'Your Child Today' for parent segmentation, by conducting surveys and analyzing mail open rates, resulting in 20% increase in customer satisfaction score
- Conducted need as assessment and research, consisting of interviews and focus groups for special education teachers leading to a predictive text suggestion feature, which resulted in a 21% reduction of non-teaching hours
- Collaborated with cross-functional team of developers and marketers to revamp onboarding process for new clients by streamlining sign- up flow and eliminating redundancies, resulting in 33% reduction of on-boarding time

THRONE

Venture-backed luxury sneaker marketplace   Los Angeles, CA
Co-Founder, Product Manager (Growth)   2013 to 2016

- Led fundraising efforts through pitching competitions and Dream It accelerator program, securing over $1MM in venture capital from leading VC firms and strategic investors, such as Pierre Omidyar the founder of eBay
- Coordinated company's growth to 12 full-time employees through strategic hiring and grew community to 450K members through activations and marketing resulting in $19.5MM worth of marketplace inventory
- Designed go-to-market strategy for launch of mobile apps on iOS and Android, which included ad campaigns and pop-ups, accumulated over 250K downloads; featured as "Top 50" apps on the iOS app store

AI PROJECTS

ADVICELINE

Voice Powered AI Therapy Chat Bot for Gen-Z (iOS&Android)

- Developed a voice-powered AI therapy chat bot for Gen-Z to provide on-demand mental health support in real-time
- Integrated advanced Speech-to-Text (STT) and Text-to-Speech (TTS) AI technologies to ensure seamless, natural-sounding conversations
- Leveraged AI (OpenAI, Open Router, Deepgram, LiveKit, Groq)for conversational intelligence, speech processing, and personalized therapeutic responses

THEVALLEY

Google chrome extension powered by AI to help busy founders auto fill form

- Created a Google Chrome extension powered by AI to help busy founders auto-fill forms with intelligent generative responses
- Implemented ChatGPT/OpenAI for context-aware suggestions and completion of forms based on user data
- Developed an AI-powered matching system to connect founders with similar interests or complementary needs

STUDIBUDDY AI

Google chrome extension to help students study and take notes

- Built a Google Chrome extension that uses AI to help students generate relevant study questions and organize notes.
- Harnessed real-time ChatGPT/OpenAI capabilities to create dynamically tailored study materials.
- Designed an intuitive interface to encourage active learning and improve student engagement with course content.
- Impact: Enhanced study efficiency and helped students better prepare for exams through personalized, AI-generated practice questions.

FLATTTS

Real estate listing platform for West Africa, uses AI to help landlords auto respond to tenants

- Developed a real estate platform for West Africa that uses AI to facilitate communication between landlords and potential tenants
- Integrated an AI-based auto-response system for landlords to answer tenant inquiries promptly and accurately
- Provided a scalable solution that streamlines property management and tenant engagement

CONTRACT WORK

ROCKET LABS   Los Angeles, CA

Web and mobile technology consulting and development studio for startups and small businesses
Product Manager (Generalist)   *2016 - 2019*

- Led end-to-end development of 7startup projects across e-commerce, mobile app, crypto, and gaming industries, delivering successful MVP products with a combined total of over 100,000 mobile app downloads and 1 million+ page visits.
- Managed a global team of 11 technical developers located in Eastern Europe and India, building out and revamping client's technical assets and reducing technical talent costs by 60%.
- Executed and developed technical roadmap for over ten small business clients advising them on best web technology practices, and enhanced online presence, increasing bookings on average 120%.

ADDITIONALINFORMATION

- **Interests:** Mobile App Development, Venture Capital, Startups, Traveling, Sports, Real Estate, UI/UX, Poker, DJing
- **Hard Skills:** Artificial Intelligence, Voice bots, classifiers, A/B testing, AI, SQL, Agile Methodologies, Roadmapping, Data Analytics, APIs, Competitive Analysis, Scrum, B2B, Cross Functional Management, Market Research, B2B, Analytics, Sales Management, Public Speaking, Critical Thinking