

Francis Asuquo

francis_asuquo@hotmail.com | www.linkedin.com/in/francisjasuquo | www.francisjasuquo.com | +971585613037 (Whatsapp) | Dubai, U.A.E.

Objective

Senior Project and Program Manager with over 8 years of experience in optimizing project lifecycles, crafting impactful business strategies, and enhancing operations across Manufacturing, Pharmaceutical, IT, Marketing and Advertising industries. Seeking to leverage expertise in delivering efficiency and bottom-line growth in a dynamic and fast-paced environment.

Professional Experience

Senior Project Manager

Klick Health, Toronto, Canada

May 2022 – Feb 2024

- **Navigated GRC** using Veeva Vault Promomats (VVPM), PAAB, and Jira to ensure that deliverables were with FDA Compliance and drug governance resulting in an 8 in 10 approval of new promotional material, literature, drug studies and white papers.
- **Managed a \$1 Million New Indication campaign** achieving an 85% budget utilization upon completion of projects, including developing a completely new landing page and other promotional materials.
- **Led discussions and decisions utilizing data from the Budget Control Report** in brand planning, proposed initiatives and overall allocations for various commercialization efforts
- Forecasted portfolio BCR by consistently reviewing Budget Control Report and aligning with brand goals and roadmap.
- **Enhanced billability from 65% to 85%** and efficiency goals by standardizing processes and documentation with Program Managers resulting in a \$1.5 million revenue increase on the portfolio.
- **Improved team performance** by developing team KPIs and rolling out personal & organizational OKRs (Objectives and Key Results) with a 90% adoption rate across an organization of over 1600 employees.
- Managed the development of a touch-screen game for the 2023 APSS Sleep Conference under the *Idiopathic Hypersomnia Indication* section of the Jazz Pharmaceutical booth; User interaction data averaged a 150% engagement rate for 150 attendees.
- **Led a cross-functional team** to develop an AI virtual assistant used at the Jazz Pharmaceutical booth on the Digital Detail Aid screens; utilized the RapidMiner no-code AI tool to analyze attendee feedback
- **Liaised with the various Clients & SMEs on strategy, content and approach** resulting in 100% of proposed assets being approved, delivered and staged for the conference on time.
- Spearheaded data-privacy website updates working with developers to integrate cookie management, using OneTrust, on 4 brand websites with appropriate QA, UAT testing and adhering to the CCPA laws.
- Led project planning and delivery of global pharmaceutical projects at Klick for the Jazz Pharmaceutical portfolio/program resulting in successful commercialization and launch of new indication
- Conducted focus groups to identify end-user values and product feature preferences resulting in a 15% increase in shipped features.
- Implemented stakeholder management strategies to facilitate extensive project manager group sessions and training workshops.
- Produced key project deliverables, including project charters, status reports, and risk logs.

Senior Project Manager

Elite Digital Inc., Toronto, Canada

November 2020- April 2022

- **Directed multiple Drug Indication Launch Projects** and portal implementation, accelerating market introduction and adoption through strategic planning and execution with 4 in 5 of projects coming under scope, time, and budget.
- Steered **process improvement** and standardization initiatives resulting in leaner operations, reinforcing best practice frameworks while eliminating 50% of administrative spin.
- **Collaborated with the Director of PMO and Program Manager** process engineering, leveraging best management practices to standardize project artifact structure achieving a 100% adoption companywide.
- Boosted user engagement and operational agility by leading the development of a cutting-edge Health Care Provider (HCP) Portal by 50%, cutting administrative time by an hour daily.
- Governed the development, and data gathering for a central user repository aiding the **Identity Access Management (IAM)** of Health Care Practitioners on a Drug Data access portal
- **Received Recognition** in July 2022 from the Director of the PMO at Elite Digital for my efforts in process improvements and engineering for project managers in the organization

- Researched, pitched, and implemented a new PPM tool in a company-wide adoption. Evaluated organizational change impact, formulated change management strategies, and delivered functional training.
- Spearheaded implementation and analysis of new processes and project execution, optimizing timelines and resource allocation for maximum efficiency.
- Supervised RFP development from requirements gathering, and pitch to contract award.
- Managed the updates of the Diabetes Canada Website and UAT delivering on scope in under a month.
- Masterminded cost-benefit analysis, employing advanced calculations to quantify service level enhancements and realization.

Project Consultant

The Safe Haven Project for Community Living, Toronto, Canada

January 2020 – November 2020

- Supervised project RAID logs by reviewing mitigation strategies and tracking deliverables for plan alignment resulting in overall mitigation of 50% of risks.
- Synchronized project meetings, prepared agendas, and Monitored invites while designing the implementation system and process for Phase II (Resourcing).
- Oversaw financial workbooks for expense tracking and financial accuracy.
- Demonstrated status reports to teams, stakeholders, and senior management by analyzing and reviewing completed & in-progress tasks against the project schedule.
- Carried out industry research to identify potential project impact.
- Formulated risk management strategies with actionable plans.
- Documented success in troubleshooting capabilities with a high attention to detail, and ability to catch common mistakes while providing digestible feedback to customers that increase retention.

Project Control Analyst

TechMahindra Americas, Toronto, Canada

February 2019 – November 2019

- Led user-centred software updates, supervised Agile sprints and JIRA management, drove process improvements, and ensured successful project milestones and change management.
- Led requirements gathering, translating them into functional/technical specifications, executed SDLC framework, spearheaded user acceptance testing, and developed cross-channel/multi-channel integration strategies.
- Collaborated with QA teams to create detailed test plans and cases, ensured thorough validation pre- and post-implementation, and meticulously documented UAT protocols while providing status reports to teams, stakeholders, and senior management.

Marketing Project Manager

F4P Canada (TAMCO Group), Toronto, Canada

January 2016-September 2018

- Collaborated on product development, testing, Canadian market research, and implementation, while evaluating MVPs and prototypes for market feasibility and strategy.
- Managed project scopes, delivery plans, and progress, liaising between business units and IT, conducting variance analysis, and ensuring 70% delivery on time.
- Conducted database management of 1000+ consumer goods and strategized the development of a B2B [website](#) which houses a “Where To Buy” functionality.
- Organized the updates and implementation of the warehouse ERP systems with shipment integration and live stock updates.

Education

Bachelor of Commerce (B. Com) in Management Studies | Humber College, Toronto, Ontario

Advanced Diploma in Business Administration | George Brown College, Toronto, Ontario

Certifications

PMP (Project Management Professional)

ITIL (Information Technology Infrastructure Library), (In-Progress)

CompTIA Sec+, (In-Progress)

Skills

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|-----------------------------|---|--------------------------------|
| • Change Management | • Regulatory Compliance | • Training & Development |
| • Project Resource Planning | • Prompt Engineering (ChatGPT, Claude AI, Perplexity) | • Team Development/Leadership |
| • Quality Control | • Budget Control, P&L, Forecasting | • Risk Assessment & Mitigation |
| • Process Improvement | • Scope/ Charter development | • Stakeholder Management |
| • Gen AI | • Agile Project Delivery | • Reporting |

Project Tracking & Collaboration Tools:

MS Project, JIRA, Confluence, Plainview Asana, ClickUp, Trello, Genome, Monday.com

Data Analysis & Visualization Tools:

MS Excel (Pivot tables, VLOOKUP), MS PowerPoint, MS Access, Clarity, Google Analytics, Power BI, MS Visio, Tableau

Document Management & Saving Tools:

SharePoint, MS Office, OneDrive, Google Drive, Google Suite

Content Management Systems & Web Development Tools:

WordPress, Shopify, Drupal, Squarespace

Governance, Risk and Compliance (GRC) Tools:

Veeva Vault, PAAB, Archer, One Trust, JIRA

Identity Access Management (IAM) Tools:

Ping Identity, Google, CyberArk

Frameworks:

Waterfall, SDLC, PMLC, Agile–Scrum, ITSM, SaaS, PaaS