

# CURRICULUM VITAE

## VICTORY O. OPEOLU

### PERSONAL DETAILS

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### PERSONAL PROFILE

I am a dynamic technologist and entrepreneur with a passion for driving business growth and innovation in Africa. I have helped transform small entrepreneurial ideas into thriving businesses by providing key support in product development, branding, and market expansion. With my background in engineering and years of experience in mentoring, I am committed to crafting impactful, sustainable solutions that empower African businesses to succeed.

### ACADEMIC QUALIFICATIONS

#### Cape Peninsula University of Technology

- ND: Mechatronics 2011 – 2013
- BTech: Mechatronics 2014
- BTech: Electrical Engineering (Computer Systems) 2015 – 2016
- MEng: Electrical Engineering (Summa Cum Laude) 2016 – 2019

#### Stellenbosch University

- PhD: Electrical & Electronics Engineering 2021 – Date

### KEY COMPETENCIES

- Innovative Problem Solver
- Effective Orator & Communicator
- Scientific Research/Research and Development (R&D)
- Building Effective Working Relationships
- Concept Formation and Designing
- Process and Policy Development
- Driving and Facilitating Events
- Adaptive Learner
- Data Analysis and Insights
- Team Building
- Business Development
- Cross-Functional Collaboration
- Thrive in Innovation and Research
- Interdisciplinary Skills
- Attention to Detail
- Client Relationship Management
- Control Systems Analysis and Design
- Proficient with MS Office Tools
- Digital Skills
- SEO (Organic and Paid), Semrush, CRM, WordPress, Web Optimization
- Programming Skills
  - LabVIEW, MATLAB, Simulink, C, Java, Python, Arduino, Android, Xcode, PLC's, LaTeX, Linux, DAQ Design, JavaScript, (FPGA's, Xilinx)
- CAD Design
  - Solidworks, AutoCAD, Edgecam, FeatureCAM, etc.
- Project Management Tools
  - Jira, Zoho, Miro, Microsoft Office Suite
- CRM Management
  - Zoho CRM, GoHighLevel/LeadConnector, Hubspot
- No-Code Automation
  - Zapier, Make.com, Latenode, Jotform

# EMPLOYMENT HISTORY

## Entrepreneurship and Business Development

### Founder: Zuke Innovation Hub

*09/2023 – Date*

Zuke is a platform designed to empower young African entrepreneurs by transforming their ideas, skills, and hustles into sustainable businesses. Through a **marketplace**, **incubation programs**, and **business support services**, Zuke equips entrepreneurs with the necessary tools for business growth.

Core role includes:

- **Entrepreneurial Support:** Facilitated business growth for over 15 entrepreneurs by providing product development, branding, and business strategy support.
- **Product Development:** Guided Dune Nature from four to over 40 natural beauty products in under nine months through business incubation and product development strategies.
- **Sales Growth:** Enabled the placement of Dune Nature's products in five retail outlets, driving a significant increase in revenue.
- **Brand Development:** Delivered strategic branding and marketing guidance to improve customer loyalty and repeat sales, resulting in substantial online traffic growth.
- **Business Development:** Helped entrepreneurs define customer segments, craft unique value propositions, and supported pitching efforts, including assisting Dune Nature in reaching the regional finals for a national competition with R100,000 in funding.
- **Sales & Marketing:** Provided hands-on sales training and support for cold outreach, digital marketing, and market presence strategies.

Our goal is to replicate these successes and grow 1,000 thriving businesses like Dune Nature over the next three years.

### Digital Lead, Vic3e.Digital (Freelance)

*04/2019 – Date*

- Leverage technology to provide digital support to small and medium sized businesses and brands.
- The Goal is to improve the digital footprint, brand appeal, and increase sales. We do this by offering a comprehensive range of digital and tech services like Business Development, Web design, Organic and Paid SEO services, Branding, IT Support and more.
- Clients worked with include Vodacom, Puma Energy, CaringSmart Homecare Agency, and more (<https://vic3e.digital>)

### Digital Lead and CTO, ReLinde Group (T/A Arise Beverages)

*01/2018 – 06/2023*

- Transitioned Arise Beverages' healthy kombucha products from a niche market to a mainstream audience
- Facilitated increased sales from grossing around R25000 to R80000+
- Raised over R300000 in private funding
- Developed and executed a B2B2C strategy to develop the brand appeal and drive customer loyalty.
- Managed digital platforms for the business. e.g. emails, hosting, website, etc
- Managed and established partnerships with over 100 key influencers, to adopt a community based approach to marketing.
- Facilitated creative campaigns with photographers and videographers, ensuring visually captivating content that resonated with the audience's aspirations and values.

# Corporate and Engineering

## Ideation Analyst, Vodacom Group

10/2020 – 03/2023

- Administrative management and reporting of over 5000 ideas (Received, logged, and analyzed), engaging with all members from middle management to the chief executive level.
- Successfully transitioned the manual ideation process to a digital platform, improving overall efficiency
- Developed Python scripts to automate processes, reducing execution time by over 60%
- Developed robust innovation processes to manage ideation, from idea conceptualization to BU execution
- Helped with improving idea implementation rates, driving adoption by relevant Business Units(90% +)
- Managed communication with internal and external developers to translate Vodacom's user specs to technical requirements
- Assisted with group engagement to exchange ideas, identify challenges and build a network of collaborators.
- Drove an innovation culture through interactive public speaking innovation initiatives, from new employee onboarding to global hackathon training programs.
- Provided administrative support with ideation events like Hackathons across the african and global markets

## Graduate Technologist, iThemba Labs

08/2013 – 01/2015

- Developed a temperature monitoring system using LabVIEW with high accuracy and real-time display over a network.
- Designed a 3D CNC routing device for a camera.
- Developed data acquisition software with LabVIEW, integrating it with NI data acquisition devices.
- Created server and client-side interfaces for real-time viewing over a network.
- Designed a sturdy structural model using CAD software (AutoCAD & SolidWorks).
- Developed a software interface to control multiple stepper motors with C and LabVIEW.
- Produced parts from the developed 2D CAD model.

## Other Contributions

- Occasionally serve as a technical facilitator for Shift Conference, an annual empowerment event since 2014. Started as a volunteer for the South Africa chapter in 2017 and continued as an active contributor from 2019. Meticulously planned the event and smoothly managed transitions between stakeholders, ensuring a seamless experience for guest speakers and attendees alike (<https://bit.ly/3NZEutb> and <https://theultrashift.org/>).
- Developed a simple Android gallery app (<https://bit.ly/bheka-1>).
- Completed SASSDA stainless steel basic and advanced course (2012).
- Received CCNA exploration certification (2012).
- Professional basic workshop skill training.
- Completed laser safety course (2018).

## Academia and Research

### External Moderator, Cape Peninsula University of Technology (CPUT)

*Department of Electrical, Electronics, and Computer Engineering 08/22 – Date*

- Conducted external moderation for final assessments in **Operating Systems 2 (OPS260S)** and **Artificial Intelligence 5 (AIN580S)**.
- Ensured adherence to academic standards, evaluated the quality of assessments, and provided constructive feedback on course content, examination scripts, and marking rubrics.
- Collaborated with internal examiners and academic staff to ensure fairness, consistency, and alignment with the course outcomes.
- Reviewed course materials and assessments to align them with industry trends and academic rigor in the fields of operating systems and artificial intelligence.

### Teaching Assistant & Tutor, Mechatronics, CPUT

*01/2016 – 06/2016; 01/2019 – 06/2019*

- Conducted one-on-one tutorial sessions with students.
- Developed extra tutorials for students to practice.
- Assisted the students with learning in the fields of Mathematics I & Mechatronic Systems III.

### Conference Proceedings & Presentations

- V Opeolu, K Govender, A Wyngaard, O Nemraoui, G De Jager and J Scarrott, Analysis and Performance of a closed loop external cavity diode laser control system, in The Proceedings of SAIP2017, the 62nd Annual Conference of the South African Institute of Physics, edited by Prof. Japie Engelbrecht (SU/2017), pp. 210 – 215. ISBN: 978-0-620-82077-6. Available online at [events.saip.org.za](http://events.saip.org.za).
- V Opeolu, K Govender, A Wyngaard, “Closed loop feedback control of an external cavity diode laser for laser cooling application”, Oral presentation at the 63rd Annual Conference of the South African Institute of Physics (SAIP2018).
- Govender, K., Wyngaard, A., Opeolu, V., Pentz, R., “Design, development and characterization of a magneto-optical trap for laser cooling of Rubidium atoms: a project at the Cape Peninsula University of Technology”, Poster presentation at the 63rd Annual Conference of the South African Institute of Physics (SAIP2018).
- Victory Opeolu, Herman Engelbrecht, Shun-Yun Hu, and Charl Marais. 2023. VAST: A Decentralized Open-Source Publish/Subscribe Architecture. In Proceedings of the 14th Conference on ACM Multimedia Systems (MMSys '23). Association for Computing Machinery, New York, NY, USA, 423–429. <https://doi.org/10.1145/3587819.3592>

### Other Research Achievements

- Leading the VASTVERSE (<https://linktr.ee/vastverse>) project - an open-source library aiming to establish VAST as a network standard for research and industry use in the 4IR.
  - Facilitated a panelist session at an IoT conference for Eclipse Foundation, Canada. The conference focused on VAST, gathering feedback from the tech and industry community, resulting in successful early adoption. VAST is being onboarded into the Eclipse development platform (<https://bit.ly/44xLchi>).
  - Spoke at a United Nations General Assembly virtual session, proposing a concept called OpenVerseLab. OpenVerseLab is a global testbed that seeks to propel the advancement of VR/AR technology, through standardized, scalable, and sustainable solutions to drive the growth of virtual worlds. (<https://www.youtube.com/watch?v=ps2c0mUKBQ0>)
- Received Summa Cum Laude for my Master’s research.
  - Obtained a cloud of cold rubidium atoms (17 micro Kelvin) in 2018, a university milestone (<http://bit.ly/QPRG1>).

- Received Best Project Progress Award from the CSIR National Laser Centre in 2019 (<https://bit.ly/QGRP12>).
- Successfully secured funding four times from the National Research Foundation (NRF)
- Developed an algorithm for the adaptive control of a nonlinear pendulum using Lyapunov's 2nd method using MATLAB.
- Built a planting and harvesting robot, developing the algorithm to automate system processes using a Programmable Logic Controller (PLC).

## INTERESTS

My primary interests revolve around developing new technological solutions for social issues. By combining engineering and marketing methodologies to drive commercial advancements. The interplay between these fields and their seamless integration fascinates me, it's artistry.

Beyond my technical pursuits, I find solace and inspiration in diverse interests. As a music lover, I am particularly drawn to classic blues and Afrobeats, which fuel my creativity and provide a backdrop of rhythm to my work.

Traveling enables me to broaden my horizons, immerse myself in different cultures, and gain fresh perspectives. On leisurely days, you might find me on the golf course, honing my better-than-basic swing. Additionally, I deeply value genuine human connections and engaging in meaningful conversations that enrich my understanding of the world.

## REFERENCES

Available on request.