

Sophia Ize-Iyamu

Data-Driven Product & Growth | Gaming Startups, Monetization & Experimentation | Engineer, MBA

Houston, TX, U.S.A. | Open to remote

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SUMMARY

Product and growth strategist who turns player and business data into decisions. Advised early-stage ventures, including gaming startups, on monetization, pricing, and growth across free-to-play and cosmetic-economy models. Pairs strong analytics, statistics, and experimental design with hands-on product building, ships AI and data tools, an engineering foundation, and a Rotman MBA, to connect player experience to business outcomes.

SKILLS

- **Product & Growth:** Product strategy and roadmapping, Monetization (free-to-play, cosmetic economy, pricing), Growth and retention, KPI definition and game-health metrics, Feature validation and A/B testing, Player and user insights
- **Data & Experimentation:** Statistics and hypothesis testing, Experimental design, SQL, Python, Tableau, Power BI, Data-driven decision-making
- **Building & Collaboration:** AI / LLM product building, Streamlit, Advanced Excel, Cross-functional partnership, Communication and empathy for creative teams, Live-service and F2P business models

PROFESSIONAL EXPERIENCE

Black Founders Network

May 2025 - Aug 2025

Product & Strategy Associate

- Advised early-stage ventures, including gaming startups, on monetization, pricing, and growth, spanning free-to-play and cosmetic-economy models across 17 commercialization scenarios.
- Mined engagement and retention data into ranked, decision-ready product recommendations that venture teams adopted into their roadmaps.
- Built AI-enabled analytics workflows that cut model-iteration time 60%, enabling faster, hypothesis-driven product decisions.

University of Toronto, Ted Rogers Centre for Heart Research (with University Health Network)

May 2021 - Apr 2025

Research Assistant

- Designed experiments and built and validated machine-learning models across datasets, applying statistics and hypothesis testing to complex, real-time interactive systems, including human-controlled surgical robotics.
- Improved predictive accuracy 10% and cut experiment turnaround 30% through a controlled, repeatable testing workflow.
- Translated technical findings into clear, decision-ready insights for cross-functional stakeholders.

Imperial Oil

May 2023 - Aug 2024

Co-op / PEY, Mechanical Engineering

- Built scenario and sensitivity models analyzing a major production asset, turning operational data into a recommendation that surfaced a \$60.6M opportunity.
- Assessed the operational need and impact of introducing autonomous vehicles on the production site, evaluating a new technology's effect on workflows and outcomes.

SELECTED PRODUCT & BUILD PROJECTS (LIVE DEMOS)

[View the live projects](#)

Game Economy Simulator

- A deployed free-to-play economy simulator (Python, Streamlit) that models a player cohort and A/B-tests pricing or retention changes against LTV, LTV/CAC, and payback, with a whale-concentration model and defaults benchmarked to GameAnalytics, Unity, and AppsFlyer data.

Live-Ops Sandbox

- A playable free-to-play loop (cosmetic shop, season pass, daily rewards, limited-time offers) wired to a product dashboard that segments a player from non-payer to whale in real time; built in plain browser JavaScript.

Cadence

- A shipped AI product that turns a long transcript into a structured dashboard in about a minute, built end to end with Python, a local LLM, and Streamlit.

EDUCATION

University of Toronto, Rotman School of Management - MBA

Expected Apr 2027

GPA 3.72/4.00 · CFA Program Candidate (Level I)

University of Toronto - BAsC, Mechanical Engineering

2020 - 2025

GPA 3.81/4.00 · Minors: Engineering Business, Mechatronics/Robotics, Bioengineering

CASE COMPETITIONS & AWARDS

- **Competitions:** WIL x Honda 'Powering Through Noise' (top 5) · RBC Capital Markets Case (top 10) · TD M&A Case (top 10) · CIBC Product Growth Strategy (top 10) · Kearney Rotman Prize (top 8) · QuantChallenge (top 15)
- **Awards:** Skoll BASc-MBA Scholar · FinHub Fellow · Dean's List · Engineering Scholarship for Women

LEADERSHIP

- Vice President (Clubs), Rotman Graduate Business Council, managing a portfolio of 30 student clubs and coordinating programming and operations across the group.
- Builds AI and data products on the side; deep interest in games, interactive systems, and the economics of live products.
- Member: Rotman Business Technology Association and Management Consulting Association.