

Omari Powell

Founder & CEO

United States | [LinkedIn](#)

Versatile entrepreneur and product leader with experience spanning software engineering, product management, and business development. Proven track record building and scaling consumer and B2B platforms from concept to product-market fit.

EXPERIENCE

CEO & Co-Founder

Nysus Pro

Apr 2024 — Present

Osaka/Tokyo, JP

Founded Nysus, a financial infrastructure platform providing secure escrow, digital contracts, automated settlements, and a system of record for venues and agencies paying musicians and creatives globally. Secured Japan's highly selective Startup Visa, launched paid pilots in Los Angeles, gained official city support in Osaka, and built key advisor relationships with Warner Music Group (Asia). Raised venture funding.

Lead Product Manager & Product Engineer

Ava Labs

Mar 2023 — Dec 2023

New York, NY

Versatile growth product manager and frontend engineer driving impactful launches for Core and Avacloud. Led transformative marketing site development and achieved increased team capabilities through successful Contentful onboarding. Served as sole technical expert, demonstrating leadership in end-to-end product development while bridging marketing and engineering teams.

Senior Product Manager & Product Engineer

Eulith

Dec 2022 — Apr 2023

New York, NY

Senior growth product manager and frontend engineer leading a team in launching growth features for React Native mobile and web apps. Collaborated with VP of Growth to achieve 30% increase in Monthly Active Users. Managed end-to-end implementation of web onboarding for charge product and worked with leadership on marketing and product strategy.

Senior Growth Product Manager & Frontend Engineer

PointCard™

Oct 2021 — Dec 2022

New York, United States

Led growth features for React Native mobile and web applications, collaborating with VP of Growth to drive 30% increase in Monthly Active Users. Managed end-to-end implementation improving user experience while ensuring charge card compliance. Successfully launched web onboarding and worked on marketing and product strategy for Point Card Atlas.

Frontend Engineer on Growth

Coinbase

Dec 2020 — Jul 2021

New York, New York, United States

Oversaw and led Coinbase Learn frontend features, working with designers, content creators, and illustrators to develop educational content for customer learning and acquisition. Directly enhanced the platform's capability for the Coinbase IPO.

Product Manager

Insured - Be SURE About Your Insurance

Jul 2019 — Dec 2020

New York, New York, United States

Insurance startup focused on managing, policies with a celebrated "policy at a glance" feature.

Incorporated and revamped the marketing, branding, design, and interactions of the mobile app to redo the mobile app.

Managed a small engineering team and worked with CEO on product vision and roadmap. Prioritized features, incorporated feedback and focused on critical metrics to make product decisions for the future for both the UI and features, as well as a bit of frontend development with react native.

On the design side, ran user testing, feedback incorporation & ab testing while occasionally implementing certain features in react native if needed.

Head of Product (Contract)

LiveSight

Jul 2019 — Dec 2021

New York, NY

Led conception, design, testing, and management of a web-based DeFi trading platform resembling a Bloomberg terminal. Used proprietary technology, TypeScript, and React to ensure user experience. Revamped existing system resulting in 40% increase in user base. Conducted user interviews and implemented feedback to enhance trading features and boost revenue through increased frequency and volume.

CTO

Insured

Oct 2017 — Mar 2019

Atlanta, GA

Product manager, UI/UX designer, and researcher responsible for Insured mobile application. Led and managed a small team in agile development from concept to launch of mobile product. Led user research, developed strategy based on feedback to maintain product vision, and partially implemented frontend code for the mobile application.

Software Engineer

Google

Jun 2016 — Jul 2017

Greater New York City Area

Fullstack engineer on Google Sheets and Google Local Dining teams. Implemented new chart editor with various features for Google Sheets.

Cofounder Hand Me The Aux cofounder for music blog that pivoted into music label. edited stories, ran marketing campaigns, hosted events, did product development for music and blog related products, SEO, design, and coded site.	Oct 2015 — Jan 2018
Software Developer Internship BioBright	Jun 2015 — Aug 2015 <i>Cambridge, Massachusetts</i>
Zinck's Chair Zinck's Senior Society Event Planning and Coordination for members of the Zinck's Senior Society. Making contacts with local businesses and establishing contracted deals for Zinck's members, coordinating giveaways and raffles, coordinating the creation of fun and diverse events at various Ithaca restaurants, bars, and stores, working closely with the Senior Class Council to ensure Zinck's events are in line with the goals of the Class of 2016. Also, doing graphic design and marketing for said events	May 2014 — May 2016 <i>Ithaca, New York Area</i>
Software Engineer Internship Hewlett-Packard	Jan 2014 — Jan 2014
TA Cornell University CS 2800 discrete math teaching assistant	Aug 2013 — Jan 2014
Dell Campus Representative MOSAIC	Jul 2013 — Jul 2014 <i>Ithaca, New York Area</i>
Bio Researcher Cornell University Researching behaviors of drugs and neurotransmitters on rodents using different methods.	Jan 2012 — May 2012

EDUCATION

Cornell Tech <i>Master's degree in Computer Science & Business</i>	Sep 2018 — Jun 2019
Cornell University <i>Bachelor's degree in Computer Science</i> Activities and societies: Class Council, NSBE, DKE, Daily Sun, Men of Color Council	Sep 2011 — Jun 2016

SKILLS

OpenAI Codex · Machine Learning · Artificial Intelligence (AI) · Web Technologies · Public Speaking · Brand Management · Marketing · Data Analysis · Java · Time Management · Photoshop · Web Design · Software · Research · Beer · Alcoholic Beverages · Party Planning · Craft Beer · Nightlife Management · Matlab · Business · Networking · Microsoft Office · PowerPoint · Leadership · Microsoft Excel · Windows · Computer Program · Microsoft Word · Social Promotion · Google Analytics · Microsoft PowerPoint · Product Management · Product Marketing · Graphic Design · Digital Marketing · Nightlife · Advertising · User Experience (UX) · UI/UX · Event Planning · Product Promotion · Product Design · Business Strategy · Music Industry · Music Publishing · Cascading Style Sheets (CSS) · Software Engineering · Sales & Marketing · Business Development · Python · HTML/CSS · JavaScript · React · OCaml · React Native · Web Development · Photography · TypeScript