

Ebi Atawodi



Ebi Atawodi believes in building sustainable products and platforms that impact people's lives beyond at least two generations. Her life purpose is to bring some magic into the "everyday" through products. She is currently Director of Product at Google for YouTube Studio. She was previously Director of Product at Netflix leading Payments in EMEA, and before that she was Head of Product at Uber leading the Amsterdam team focusing on global payments experiences across all Uber apps. Ebi speaks about the trifecta of her career which shaped her perspective as a product manager having worked as an Engineer, a Designer, and as a GM in Business Operations. She started out with Uber as General Manager for Lagos in 2014 with a handful of cars on the road and grew to become Uber's General Manager for West Africa.

Before Uber, she held several roles from the Head of Corporate Communications and Sponsorships at Etisalat – where she created the Etisalat Prize for Literature – Africa's most prestigious literary prize. She started the first half of her career as a full stack engineer working for various global brands such as Nokia, Booz & Company (now Strategy&), GlaxoSmithKlein, Channel 4 and Bupa. She holds a Bachelors with Honours in Electrical Electronics Engineering from the University of Nottingham and a Masters in Computing Science from Imperial College London with a focus on Artificial Intelligence and Infographics. Ebi is a competitive Hobie Cat sailor and passionate scuba diver (PADI rescue diver).