Bawo Maleghemi

Product Manager Lead — Marketplace & Ridesharing Platforms

Ontario, Canada · bawmal@yahoo.com · (647) 786-6230 · linkedin.com/in/bawomaleghemi
github.com/bawmal

SUMMARY

Product Leader with 10+ years delivering marketplace and platform-scale products across fintech, SaaS and AI domains. Proven track record scaling marketplace economics, rider & driver experiences, payments and routing systems for high-throughput platforms. Delivered 28% margin improvement via AI features, increased conversions by 42%, and grew transaction capacity by 30% through API-first, microservices and real-time diagnostics. Experienced leading distributed engineering, data science and design teams using Agile/Scrum to ship driver onboarding, dispatch/ETA, surge pricing and payments features that improve retention and unit economics. Tools: Jira, Figma, Amplitude/Mixpanel, Postman, SQL. Seeking Product Manager Lead role to drive Uride's ridesharing marketplace growth, platform scalability, driver payouts and real-time operational KPIs.

EXPERIENCE

Lead Product Manager
2025 – Present
OPTISAGE.AI — Ontario, Canada

- Led AI-first product initiatives that increased marketplace matching quality and conversion — expanded AI-powered retail access 5x, improving margins by 28% and conversion rates by 42% (applicable to rider/driver matching and demand-side conversion).
- Built scalable APIs and Postman kits that reduced partner integration time by 35%, accelerating third-party driver/merchant onboarding and shortening time-to-revenue for B2B partners.
- Launched AI agents and oversight frameworks in a 90-day sprint to surface risk/fraud signals and dynamic pricing inputs — delivered a 28% margin improvement while ensuring real-time operational controls.

Director of Product
2023 – 2025
OTTER PLATFORM — British Columbia, Canada

- Designed and shipped financial operations and payouts automation that automated 70% of transaction classification — reduced driver payout reconciliation time and disputes, enabling faster settlements and 20 B2B user onboardings in Q1.
- Implemented unified ledger APIs for payments and refunds, improving settlement accuracy and reducing reconciliation exceptions by significant margins (enabled mobile driver app payouts and tax reporting).
- Launched iOS/Android apps and native flows that increased weekly engagement by 30% and materially improved driver retention via improved trip summaries, earnings transparency and in-app support.

Director of Product
2022 – 2023
CONTROL HQ — Austin, Texas

- Led migration from monolith to microservices with REST APIs to enable independent scaling of dispatch, payments and

SKILLS

Driver & Rider Experience

Marketplace Economics & Matching

Dispatch

Routing & ETA Optimization

Surge Pricing

Platform Scalability

API-first Architecture

Payments

Settlements & Fraud

AI/ML-enabled features

P&L Ownership

OKRs & KPIs · Agile/Scrum

A/B Testing · Jira

Figma · Amplitude · SQL

CERTIFICATIONS

Certified AI Developer

Certified Product Manager (AIPMM)

Certified New Product Developer (PDMA)

SAFe 5.0 Agilist

SAFe 4.6 Advanced Scrum Master & Practitioner

Lean Six Sigma Green & Yellow Belt

EDUCATION

Bachelor of Science, Economics
AMBROSE ALLI UNIVERSITY, EKPOMA

matching services—improved platform reliability and enabled team-level delivery velocity increases.

- Implemented automation for credit and identity verification that cut manual review steps by 60%—reduced driver activation time and improved fraud detection throughput for high-volume onboarding.
- Redesigned onboarding flows using React/Redux guided by Amplitude analytics and Hotjar insights; increased driver onboarding conversion by 35% and reduced time-to-first-trip.

Senior Product Manager 2021 – 2022
APPNOVATION — Ontario, Canada

- Delivered compliant, privacy-first mobile and web products for regulated customers — experience translating to driver/rider data privacy, KYC and localized compliance practices for multi-market rollout.
- Coordinated global cross-functional teams (20+ engineers/designers), improving release velocity by 30% through Agile practices, asynchronous collaboration and remote stakeholder alignment.
- Led end-to-end roadmap planning and UX collaboration with design teams, introducing A/B testing and product analytics to validate new features for improved retention and reduced churn.

Head of Product 2012 – 2021
INTERSWITCH — Nigeria

- Headed product for a $50M+ payments & POS portfolio; aligned KPIs with C-level and government partners to prioritize features that reduced churn and drove 23% revenue growth across the portfolio—relevant to payments, driver payouts and marketplace monetization.
- Pioneered cloud-ready, API-first payments platforms and launched POS@Branch and ATM content systems that generated over $1.4M+ in early revenue—experience applicable to building driver/merchant monetization channels and settlement products.
- Created the organization's first Agile pod, shortening release cycles by ~1 month per product and accelerating go-to-market by 4+ weeks—improves time-sensitive feature delivery like surge/dispatch and safety updates.
- Increased transaction capacity by 30% and reduced SLA violations by 15% through a modular Terminal Management System with real-time diagnostics—directly relevant to scaling dispatch, payments throughput and platform reliability for Uride.