

Bawo Maleghemi

Founding Product Manager

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SUMMARY

Founding Product Manager with 10+ years building enterprise SaaS and AI-first platforms from MVP to scale. Proven at launching first-of-kind products, owning roadmaps, running customer discovery, and driving go-to-market for B2B products. Delivered measurable outcomes across payments, fintech and healthtech: improved margins by 28%, generated 23% of a US\$50M+ portfolio revenue, accelerated time-to-revenue by 35%, and launched platform MVPs in under 5 months. Strong at API-first architecture, integrations, analytics-driven prioritization, stakeholder alignment, and scaling cross-functional teams to win early customers and pilots.

EXPERIENCE

Lead Product Manager, OPTISAGE.AI 2025 – Present

- Scaled an AI-powered retail intelligence product (Amazon & Walmart channels) 5x in access and drove a 28% margin improvement through AI agent orchestration and risk/oversight frameworks—delivered within a 90-day sprint cycle for agents.
- Built API-first integrations and Postman kits that reduced B2B client integration time by 35%, shortening sales cycles and enabling pilot-to-paid conversions.
- Defined product roadmap, prioritized ML use-cases for conversion lift (42% increase) and established KPIs and dashboards for executive reporting and partner alignment.

Director of Product, OTTER PLATFORM 2023 – 2025

- First product hire: launched an AI-powered financial ops & tax MVP for Canadian SMBs in under 5 months and led GTM to onboard 20 B2B users in Q1.
- Automated 70% of transaction classification via ML pipelines and API-led ledger integrations, improving onboarding velocity and enabling early revenue generation.
- Delivered iOS/Android apps that increased weekly engagement by 30% and improved retention among new users through targeted onboarding flows and analytics-driven experimentation.

Director of Product, CONTROL HQ 2022 – 2023

- Spearheaded transition from monolith to microservices and REST APIs to enable quicker integrations and enterprise extensibility—improved release cadence and stability.
- Implemented credit automation integrations that removed 60% of manual review steps, improving operational SLA and scaling capacity for underwriting workflows.
- Redesigned onboarding (React/Redux) using Hotjar and Amplitude insights to raise conversion by 35% and reduce time-to-first-value for new customers.

Senior Product Manager, APPNOVATION 2021 – 2022

- Led product delivery for HIPAA-compliant digital solutions across 3 pharma accounts, driving a 20% uplift in patient adherence and a 35% reduction in manual EMR/CRM data entry through integrations.
- Built a 3-year platform roadmap and coordinated global teams of 20+ engineers and designers, increasing release velocity by 30% and ensuring regulatory compliance for enterprise deploys.
- Established telemetry and experiment frameworks to measure feature impact and inform prioritization for enterprise feature sets.

Head of Product, INTERSWITCH 2012 – 2021

- Scaled a US\$50M+ SaaS portfolio: promoted from Product Manager to Head of Product and led roadmap prioritization that reduced churn drivers and delivered 23% portfolio revenue growth.
- Led digital transformation of core payments ecosystem to cloud-ready, API-first platforms—reduced partner onboarding time by 60% and increased transaction capacity by 30%.

- Launched POS@Branch (branchless banking) and an ATM content upsell system that generated early revenue of US\$400K and >US\$1M respectively—validated through pilot programs and partner sales.
- Pioneered the first agile pod in the org, shortening release cycles by ~4 weeks and accelerating go-to-market for multiple product lines.
- Redesigned a modular Terminal Management System with real-time diagnostics that cut SLA violations by 15% and improved operational observability for partners.
- Owned P&L, KPIs and executive stakeholder alignment; ran customer discovery with banks & government partners to ensure product-market fit and informed capital allocation decisions.

SKILLS

Founding / Early-stage Product Leadership

Go-to-market & GTM playbooks (pilot → scale)

Customer discovery

buyer interviews

product-market fit

MVP definition

prioritization & roadmap ownership

API-first architecture & integrations (Postman, REST APIs)

Enterprise SaaS

B2B onboarding & seller enablement

Product analytics & telemetry (Amplitude, Hotjar)

SQL (working knowledge)

Mixpanel / PostHog (ready-to-use)

Agile/Scrum

backlog grooming

sprint planning

Cross-functional leadership & stakeholder management (C-level)

P&L analysis

KPIs

OKRs

retention & churn reduction

Microservices & cloud-ready platform transformations

Compliance & data security (HIPAA-aware)

Hiring / building product teams and agile pods

EDUCATION

AMBROSE ALLI UNIVERSITY, EKPOMA
Bachelor of Science, Economics

CERTIFICATIONS

Certified AI Developer	SAFe 5.0 Agilist
Certified Product Manager (AIPMM)	SAFe 4.6 Advanced Scrum Master & Practitioner
Certified New Product Developer (PDMA)	Lean Six Sigma Green & Yellow Belt