BAWO MALEGHEMI

Product Director — Marketplace & Creator Experience

Product Director focused on marketplace and creator-first experiences with 10+ years building e-commerce, fintech and SaaS products. I deliver data-driven, user-centric roadmaps that optimize contributor and buyer workflows, increase margins, and scale platform operations. Proven track record: grew vendor/channel access 5x, improved margins by 28%, lifted conversions by 42%, and drove product-led revenue representing 23% of a $50M+ portfolio. Experienced leading cross-functional teams, partner integrations, mobile/web experiences, and go-to-market launches for B2C/B2B marketplaces.

EXPERIENCE

Lead Product Manager
2025 — Present

OPTISAGE.AI Ontario, Canada

- Scaled marketplace access to Amazon & Walmart 5x, increasing product discoverability and vendor reach—resulting in a 28% margin uplift and 42% higher conversion rates for partners.
- Launched AI agents in a 90-day sprint to automate discovery and recommendation, improving buyer-seller matching and reducing manual curation overhead.
- Built API-first integrations and comprehensive Postman kits that cut partner integration time by 35%, accelerating contributor onboarding and time-to-monetization.

Director of Product
2023 — 2025

OTTER PLATFORM British Columbia, Canada

- Led the end-to-end launch of an AI-powered financial ops platform for SMBs in under 5 months — prioritized product features that improved onboarding, enabling 20 B2B users in Q1.
- Designed mobile-first experiences (iOS/Android) that increased weekly engagement by 30% and materially improved retention among new users through targeted lifecycle flows.
- Automated 70% of transaction classification via ML pipelines, reducing manual ops and establishing a repeatable data model for contributor payout and earnings reporting.

Director of Product
2022 — 2023

CONTROL HQ Austin, Texas

- Directed architecture transition from monolith to microservices with REST APIs, improving platform reliability and enabling faster feature iteration for marketplace services.
- Redesigned onboarding flows (React/Redux) informed by Hotjar and Amplitude insights, increasing conversion by 35% and reducing early churn.
- Introduced credit automation and workflow improvements that reduced manual reviews by 60%, lowering operational overhead for trust & safety and payments.

Senior Product Manager
2021 — 2022

APPNOVATION Ontario, Canada

- Owned multi-year platform roadmaps and digital transformation for enterprise clients—coordinated distributed teams of 20+ engineers and designers to meet compliance and delivery targets.
- Embedded analytics and integrated third-party systems (EMR/CRM analog to content licensing/rights management), cutting manual data

SKILLS

- Marketplace product strategy & contributor experience
- E-commerce & commerce platform optimization
- P&L ownership & growth/monetization strategy
- User research, A/B testing & analytics (Amplitude, Hotjar)
- Roadmap, GTM & lifecycle management
- API-first integrations & partner onboarding
- Mobile & web product (iOS/Android, React/Redux)
- Microservices & cloud platforms (AWS-ready)
- Agile/Scrum & SAFe product delivery
- Cross-functional leadership & stakeholder alignment
- Seller/success operations, onboarding & retention
- Data-driven decision making & KPI definition

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

tasks by 35% and improving contributor metadata quality.

- Improved release velocity by 30% through process optimization and clearer product requirements, ensuring reliable GTM cadences for multiple product lines.

Head of Product   2012 — 2021

INTERSWITCH   Nigeria

- Led product strategy for a $50M+ portfolio and drove a 23% revenue increase by prioritizing features that reduced churn and unlocked new monetization channels.

- Spearheaded partner onboarding improvements that reduced partner time-to-live by 60%, enabling faster content/seller onboarding and marketplace scale.

- Built two revenue-generating platforms (POS@Branch and ATM content system) that produced early revenue ($400K) and $1M upsell—experience converting platform functionality into commercial offerings.

- Introduced agile pods and delivery practices that shortened release cycles by one month per product and accelerated go-to-market by 4+ weeks for priority initiatives.