

BAWO MALEGHEMI

Director, Digital Ecosystems / Platform Strategy

📍 Ontario, Canada ✉ bawmal@yahoo.com ☎ (647) 786-6230 👤 /in/bawomaleghemi
🔗 /bawmal

SUMMARY

Director-level product leader with 10+ years building API-first digital ecosystems, platform strategies and partner programs across fintech, payments and SaaS. Proven track record delivering P&L impact (28% margin improvement; contributed 23% of a \$50M+ portfolio) by launching cloud-native platforms, API integrations and developer experience artifacts (Postman kits, SDKs). Expert in partner onboarding, platform governance, regulatory alignment and go-to-market execution — reduced partner onboarding time by 60%, increased transaction capacity by 30% and cut SLA violations by 15%. Ready to lead TD Bank’s Digital Ecosystems strategy to scale platform partnerships, open banking initiatives and API enablement.

EXPERIENCE

2025 – Present

Lead Product Manager

OPTISAGE.AI / Ontario, Canada

- Scaled AI-powered marketplace access 5x (Amazon & Walmart), increasing conversions by 42% and improving gross margins by 28% through platform partnerships and seller enablement programs.
- Designed and shipped API-first integrations and Postman kits that reduced partner integration time by 35%, accelerating partner onboarding and sales cycles for B2B clients.
- Launched AI agents in a 90-day sprint and established risk, oversight and governance frameworks to ensure compliant, production-grade automation across platform workflows.

2023 – 2025

Director of Product

OTTER PLATFORM / British Columbia, Canada

- Built go-to-market and product strategy as first hire to launch an AI-enabled financial ops & tax platform for Canadian SMBs in under 5 months — delivering rapid customer acquisition and commercial traction.
- Implemented API-led ledger integrations and automated 70% of transaction classification, enabling onboarding of 20 B2B users in Q1 and consolidating partner financial data flows.
- Led mobile platform launch (iOS/Android) to increase weekly engagement by 30% and materially improve retention through integrated ecosystem experiences.

2022 – 2023

Director of Product

CONTROL HQ / Austin, Texas

- Directed transition from monolithic to microservices architecture with REST APIs, establishing an API governance approach to support third-party integrations and scale.
- Built credit automation integrations that cut manual review steps by 60%, improving operational throughput for a 12-person analyst team and reducing decision latency.
- Redesigned user onboarding using analytics (Hotjar, Amplitude) and React/Redux to increase conversion by 35%, improving acquisition efficiency for platform customers.

2021 – 2022

Senior Product Manager

APPNOVATION / Ontario, Canada

- Led HIPAA-compliant digital platform delivery for three major pharma clients, increasing patient adherence and engagement by 20% while maintaining strict regulatory controls.
- Developed a 3-year platform roadmap and integrated EMR/CRM systems via APIs, reducing manual data entry by 35% for key hospital partners and improving interoperability.
- Scaled delivery across global teams (20+ engineers & designers), improving release velocity by 30% through agile practices and stronger release governance.

2012 – 2021

Head of Product

INTERSWITCH / Nigeria

- Headed product for payments and POS ecosystems, consolidating fragmented fintech tools into a cloud-ready, API-first platform that reduced partner onboarding time by 60% and unlocked new partner channels.
- Launched two major revenue products (POS@Branch — US\$400K early revenue; ATM content system — >US\$1M upsell revenue), demonstrating ability to monetize ecosystem capabilities and manage P&L.
- Established the organization’s first agile pod and delivery cadence, decreasing release cycles by one month per product and accelerating go-to-market by 4+ weeks.
- Designed and deployed a modular Terminal Management System with real-time diagnostics that increased transaction capacity by 30% and reduced SLA violations by 15%, improving platform reliability for partners.
- Aligned KPIs and commercial models with C-level executives and government partners to ensure regulatory compliance, capital allocation and product-market fit across strategic initiatives.
- Led API strategy and platform governance enabling new payment use cases, scaled partner integrations and drove 23% revenue growth across a US\$50M+ SaaS portfolio.

CORE COMPETENCIES

Digital ecosystems strategy

API-first architecture & platform strategy

Developer experience (Postman kits, SDKs, API docs)

Open banking & regulatory alignment

Platform governance & API management

Partner & fintech partnerships

Cloud-native microservices & REST APIs

Go-to-market strategy for platform products

P&L management & business case development

Roadmap & product lifecycle management

Data-driven KPIs, SLA management & observability

Payments, transaction systems & reconciliation

Security, compliance & HIPAA/financial regulations

EDUCATION

Bachelor of Science, Economics
AMBROSE ALLI UNIVERSITY, EKPOMA

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