

# BAWO MALEGHEMI

Director, Digital Ecosystems / Platform Strategy

⌚ Ontario, Canada

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## 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



### 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