AYODEJI ABIOLA

Head of Product

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📍 **Lagos, Nigeria**

SUMMARY

User-centric, result-oriented product manager with 6 years of experience covering product management including research, design, development, support and growth. A fast and eager learner with a keen interest in the business of design, I am data-driven and adapt to customers evolving needs quickly to meet business goals. Comfortable with ambiguity and thrive in fast-paced environment.

PROFESSIONAL EXPERIENCE

Senior Product Manager
Onehealth Limited

📅 04/2022 – Present   📍 Lagos, Nigeria

Onehealth is a health technology company that provides an e-commerce platform for pharmaceutical products, B2B2BC prescription medication delivery service, B2B pharma marketplace, chronic health management solution (Onewellness),

- Managed the revamp of the e-commerce platform and system re-architecture, reducing response time, saving 20% on infrastructure cost and increasing B2C sales by 15%.
- Led a product team and engineers to build a proprietary medication fulfillment management system for pharmacy operations and its partners, optimizing prescription fulfillment process and driving revenue by 30%.
- Led a cross-functional team of staff from medications, product and engineering to research, design and build a mobile application for monitoring and management of chronic health conditions, acquiring over 1,000 sign-ups in the first 3 months.
- Managed the partnership and integration of 3rd-party marketplaces, generating additional revenue
- Conducted usability testing and customer interactive feedback sessions to build feedback funnels for feature enhancement and increase customer retention.
- Researched user behavior, gathered customer feedback and led strategic product roadmap discussion across multi functional teams.

Product Manager
Health Connect 247 Limited

📅 07/2020 – 03/2022   📍 Lagos, Nigeria

Health Connect is a health technology company that provides telehealth services to customers and power businesses in the healthcare space.

- Managed a team of engineers to implement feature requests and optimizations at scale during the COVID-19 pandemic, increasing B2C revenue by 30% in 3 months.
- Collaborated with business managers in the acquisition and onboarding of strategic partners, increasing enrollee numbers and revenue by 7x and 5x respectively.
- Led a process redefinition and optimization effort of the core solution, the EMR, to reduce the encounter processing time and increase volume of encounters per day by 5%.

KEY ACHIEVEMENTS

50,000+ Medical Encounters

In 2020, on-time product optimization and effective collaboration driven by communication made it possible for Health Connect's medical operations team to process 50,000 medical encounters in the calendar year.

Business Growth by 5x

Revised customer and client acquisition as well as onboarding strategy coupled with efficient service delivery to patients saw an exponential growth in revenue and customers of Health Connect's business within 6-12 months.

1,500 primary public health cases

3 virtual clinic booths powered by telemedicine deployed in rural communities by Health Connect made it possible to serve about 1,500 individuals with primary health cases and refer over 200 to secondary health institutions.

Onewellness

Mobile application developed to monitor and manage chronic health conditions for patients. Over 1,000 sign-ups within 3 months of launch. Business pivot to micro-insurance with the app serving as the anchor.

Co-founded Deamsoft

One of the co-founders of Deamsoft, a technology firm that builds digital solutions for micro to medium-sized enterprises.

Lead Products at Hz Infrastructure

Lead product strategy and development at Hz Infrastructure, a managed IT company offering consulting, research, experience design, IT infrastructure management and software development services to businesses

TECHNICAL SKILLS

Scrum	**Agile**	**JIRA**	
Notion	**Confluence**		
Miro	**Figma**	**Sprig**	
PowerBI	**Pendo**	**Mixpanel**	**Firebase**
Google Analytics			

- Collaborated with data analysts to integrate PowerBI into medical operations workflow, which led to 20% efficiency in resource planning and allocation.
- Managed 3 community projects which involved leading cross-functional teams in the deployment of virtual clinic booths across 3 rural communities in Nigeria, providing primary care to over 1,500 individuals.
- Managed the integration of healthcare partners' systems, reducing the sales cycle and onboarding workload by 1 month.

Product Manager
Inlaks Limited

📅 01/2018 – 06/2020   📍 Lagos, Nigeria

A leading financial technology services and infrastructure provider in Sub-Saharan Africa.
- Conducted research on consumer banking, lending and crowdfunding in agritech.
- Managed the design and development of an agent banking solution, Monidey, providing basic financial services to customers and agents.
- Collaborated with business teams on product demos, client proposals and requirements gathering.
- Managed pre-sales interactions offering technical assistance which reduced the sales cycle by 2 months.
- Monitored and evaluated the performance of internal and external products to ensure high levels of user interaction and satisfaction as well as prompt response time to issue resolution
- Facilitated product strategy and roadmapping sessions.

EDUCATION & CERTIFICATIONS

Bachelor of Science, Computer Science
Redeemer's University

📅 09/2014 – 05/2017   📍 Nigeria

Enterprise Design Thinking Practitioner
IBM

📅 2020

Product Analytics Certification Course
Pendo.io

📅 2023

Professional Scrum Master (PSM 1) *{In view}*
Scrum.org