

Mercy Ifeoluwa AKINSEINDE

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Research Interest

- Digital Health and Technology adoption in Nigeria and Africa
- Digital Health Entrepreneurship/Start-up Ecosystem
- Healthcare technologies, IoT, Data Science

Education

[a] Udacity & Bertelsmann University (May 2018 – April 2019)

- Data Foundations (Data Science) Nanodegree Program
- **Recipient**, Bertelsmann Data Science Scholarship 2018, Data Foundations Nanodegree track by Bertelsmann University.
- **Recipient**, Bertelsmann Data Science Challenge Scholarship 2018, Udacity Data Science Scholarship Program by Bertelsmann University.

[b] University of Salford, Manchester, UK (September 2015 – December 2016)

- Master of Science in Information Systems Management, with Merit
- Thesis Title: “The Challenges of Implementing Digital Health in Nigeria”
Academic Advisor: Alex Fenton (PhD)
- Represented the University of Salford at the Startify7 Digital Innovation Training program hosted by Universidad de Almeria, Spain

[c] Covenant University, Ota, Nigeria (August 2009 – July 2013)

- Bachelor of Science in Management Information Systems
- Thesis Title: “Design of a Fleet Management System”
Academic Advisor: Nicholas A. I. Omoregbe (PhD)

Research Experience

MSc Researcher, School of Business, University of Salford at Manchester (2015 – 2016)

- Contributed to the University’s Strategic International Business Management project by leading a team of 4 to review the strategy of Netflix to produce a creative strategic solution to the firms’ future expansion strategy.
- Contributed to the University’s digital innovation project by developing an academic blog where I published 6 paper reviews on the impact of ICT in healthcare.

Teaching Experience

[a] Private Tutor (February, 2017 – December, 2017)

- Early childhood teacher for an 8-year-old student with a learning difficulty.

[c] Mentoring and Tutoring, University of Salford

- Mentored 1 first-year undergraduate STEM student on exploring exchange programs, career opportunities and setting development goals.
- Tutored 4 MSc students in preparations of selected exams at the University of Salford (2016).

[d] Class Instructor at Ifako Primary School, Lagos, Nigeria (October 2013 – November 2014)

- Facilitated Basic 4 and 5 Numeracy, Literacy and Civic Studies classes.
- Created and graded class assessments to ensure students understood the subject.
- Mentored students and volunteered weekly in the counselling unit of the school.

Professional Experience

[a] Lead, Consulting & Research at CAVIDEL Limited, Lagos, Nigeria (Jan 2019 - Present)

Responsibilities:

- Impart training and workshops that aim to educate management on news, regulations, tech trends, events that have direct/indirect impact on the business.
- Define Client Needs: Working with the development team to identify functionality gaps and document business requirements for client websites and software application.
- Advisory: Working with clients to document businesses processes, operations, technology requirements for new businesses.
- Research: Convert research and interview insights into guides to provide visibility on information related to clients and products, helping the company make strategic decisions.

Achievements:

- Instrumental in the steady growth of 4 products from the idea stage to market fit.
- Amassed skills: People and Product Management; Business Process Improvement.

[b] Lead, Operations at CAVIDEL Limited, Lagos, Nigeria (Oct 2017 – Dec 2018)

Responsibilities:

- Recruitment: Strategic hiring of team members by executing end to end search and selection process to fill vacancies.
- Team Management: Foster culture and team building by organising productive, enjoyable and upward-looking activities that keep team members engaged, focused on the positive and working together.

Achievements:

- Grew the staff strength from 2 to 12 employees by recruiting and retaining great talent who believe in the company's vision.

[c] Program Coordinator at Digital Health Nigeria, Lagos, Nigeria (Jan 2017 – Sept 2017)

Responsibilities:

- Assisted in developing and implementing initiatives/projects such as workshops, hackathons, meetups in collaboration with tech hubs to provide mentorship and linkage with angel investors.
- Interviewed thought leaders and players in the space to derive corporate insights that helped new entrants overcome market roadblocks.

Awards, Honors & Scholarships

- **Recipient**, Open Source Leader 2019 at Common Purpose Leadership Program.
- **2019 Full Scholarship Recipient**, Women Leaders in Global Health Conference, hosted by University of Global Health Equity (UGHE), Rwanda, and sponsored by Bill & Melinda Gates Foundation.
 - Accepted Abstract: Digital Health Ecosystem and it's Challenges in Nigeria.

- **Recipient**, Bertelsmann Data Science Scholarship 2018, Data Foundations Nanodegree by Bertelsmann University.
- **Winner**, “Office of the Citizen Hackathon by Enough is Enough (EIE) Nigeria,” 2nd Edition (February 2017).
 - Led a team of 4 out of 50 participants, in creating an online platform that enables citizens to report complaints categorised into health (medical negligence), power and environmental issues.
 - Participated in a panel at the Office of the Citizen Demo session, Social Media Week Lagos (March 2017).

Additional Experience and Technical Skills

- Participant, **Mini-MBA program** at Tekedia Institute, USA (February 2020 – July 2020)
 - Pioneered by renowned academia Prof Ndubisi Ekekwe and led by faculty from Harvard Business School, MIT, and leading industry professionals.
 - Exposed to concepts in Innovation, Growth and Digital Execution through a 4-month intensive program.
- Participant, **Business Lessons Course** at Harvard Business School Online (2020)
 - Exposed to basic business concepts that help professionals sharpen skills needed for an organisation to achieve success.
- Proficient in Microsoft Word, Excel, and PowerPoint.
- Conversant with Tableau, Power BI, Python, SQL, HTML/CSS, Google Colab, Kaggle, GitHub, Visio, WordPress, Infographic tools like Venngage, Design tools like Figma.

Youth-Led Organisations and Community Development

- **Committee Member**, “Women in Global Health (WGH) Nigerian Chapter” (January 2020 – Present)
 - **Research Team:** Development and capacity building of women in global health.
- **Member**, Slum2School Africa (August 2019 – Present)
 - 1 of 20 selected volunteers of a poll of 200 to join Slum2School COVID-19 Volunteer Intervention team to cater for the welfare of underserved communities.
 - Participated in the Mokoko Community outreach to distribute relief materials and palliatives to support 700 families.
- **Member**, Co-creation Hub Community (February 2017 – Present)
 - Co-organised the Lagos Health Meets Tech Application Challenge Edition 1, 2017.
 - Led the MyVoice Project (Civic engagement platform focused on good governance in Nigeria).
- **Volunteer Counsellor**, Child Life-Line, Gbagada, Lagos Nigeria (2014 – 2015)
 - Supported in empowering and engaging street and homeless children through arts-based activities, community/environmental projects, residential activities, educative games, and sporting activities.
 - Supported in linking underprivileged children with sponsors for tertiary education and facilitating home re-connection.