

MFON UMANA. MBA

Senior Product Manager | Digital Products & Fintech
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PROFESSIONAL SUMMARY

Results-driven Product Manager with 5+ years of experience delivering digital, fintech, SaaS, and omnichannel solutions in cross-functional teams. Demonstrated success scaling user growth by 50%+ through data-driven decisions, agile execution, and go-to-market strategy. Holds an MBA (Distinction) in Marketing from the University of Lagos. Experienced in API product strategy, stakeholder engagement, and full product lifecycle management.

KEY COMPETENCIES

Digital Product Management | Mobile App Development | API Strategy | Agile / Scrum Leadership | Product Roadmap & Prioritisation | PRD Creation | Go-to-Market Strategy | Stakeholder Engagement | Market Research | Conversion Rate Optimisation | Fintech & Payments | Data-Driven Decision Making

Tools: JIRA | Trello | Notion | Figma | Balsamiq | SQL | Tableau | Google Analytics | Excel

PROFESSIONAL EXPERIENCE

Product Lead | 1Funnel Limited (Fintech) | Jul 2025 - Present

- Own product vision, roadmap, and feature prioritisation for OneFunnel's fintech services, aligning delivery with business goals and customer needs.
- Define and document comprehensive PRDs for core financial services, ensuring clarity for engineering, design, and compliance teams.
- Oversee API product strategy to enable seamless developer and business-client integration across payment and financial service touchpoints.
- Design and continuously optimise user journeys across onboarding, dashboard, and service-usage flows — driving measurable improvements in adoption and retention.
- Lead creation of FAQs, product documentation, and user education content to reduce support friction and enhance self-service capability.

Team Lead, Product Management | Snapnet Limited (HRTech / SaaS) | Apr 2024 - Jul 2025

- Led a cross-functional team of 10 engineers, designers, and QA testers to build and scale HCMatrix (HR management platform) and Procurecentro (procurement solution).
- Increased platform signups by 50% in 3 months through targeted product improvements and marketing strategy, generating 150 new qualified leads.
- Spearheaded HCMatrix 3.0 full platform relaunch — rescuing a project at 30% completion and delivering full deployment within 4 months.
- Built and launched an affiliate marketing programme that significantly boosted lead generation and new user acquisition.
- Revamped the HCMatrix website, improving visitor-to-signup conversion rates within 2 months.
- Initiated a strategic partnership with Monify to integrate a virtual wallet feature into the payroll module, expanding the platform's financial services capability.

Consultant, Product Marketing & Digital Sales | Food Concepts Plc (Chicken Republic) | Jun 2023 - Apr 2024

- Led end-to-end development and launch of the Omnichannel Chicken Republic desktop app for in-store cashiers, improving operational efficiency across outlets.
- Managed the Chicken Republic website, achieving 99.5% uptime and improving conversion rates by 10% through data-led website optimisation.
- Authored PRDs for the Chicken Republic app, resulting in a 12% uplift in customer satisfaction based on post-launch feedback surveys.

- Managed delivery partnerships with Glovo and Chowdeck, streamlining third-party sales channels and improving fulfilment efficiency.

Product Manager | **Liveable Limited** | *Jun 2021 - Jun 2023*

- Managed 3 concurrent products cross-functionally, improving customer satisfaction by 30% through targeted feature additions and support enhancements.
- Created all PRDs and authored 100% of user stories, establishing a rigorous documentation standard for the product team.
- Conducted market research and managed product development timelines end-to-end using agile methodologies.
- Collaborated with customer support to resolve tickets and embed user feedback into the product development cycle.

EDUCATION

MBA, Marketing — Distinction | *University of Lagos* | *2025*

Coursework: Market Research, International Marketing, Strategic Management, Consumer Behaviour

B.Eng., Oil and Gas Engineering (3.08/4.0 CGPA) | *Kwame Nkrumah University of Science and Technology* | *2016*

CERTIFICATIONS & TRAINING

- Interswitch Job Shadowing Programme — Product Management
- Google Certificate in Project Management — Foundations in Project Management
- Side Hustle 6.0 — Product Management
- Utiya Data Incubator Programme
- Jobberman Soft Skills Certificate

KEY ACHIEVEMENTS

- Scaled HCMatrix signups by 50% in 3 months through data-driven product improvements and targeted growth marketing.
- Delivered HCMatrix 3.0 from 30% complete to full production in 4 months, leading a 10-person cross-functional team.
- Improved customer satisfaction by 12% at Chicken Republic via feature enhancements and UX optimisation.
- Improved customer satisfaction by 30% at Liveable Limited through systematic support feature additions.
- Developed SOPs for client and affiliate onboarding, significantly improving onboarding efficiency for HCMatrix users.