WINIFRED UKOH

Product Team Lead | Senior Product Manager

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PROFESSIONAL SUMMARY

Senior Product Manager and Product Team Lead with 5 years in product management across health insurance, logistics, education and e-commerce, after founding an apparel distribution business. I set product strategy, lead cross-functional teams and use AI-assisted workflows to move from research to delivery faster. Currently Product Team Lead at Hadiel Health, leading a team of 20. Results include agency onboarding more than 99% faster, driver registration more than 90% faster, checkout conversion up 18%, course completion up 22%, 30+ product features delivered and team efficiency up 20% through workflow automation and sprint optimisation.

CORE SKILLS

- **Strategy:** Product vision, roadmap ownership, outcome-based prioritisation, market research, go-to-market.
- **Discovery:** Client and user interviews, operations feedback, workflow reviews, funnel and friction analysis.
- **Delivery:** Agile and Scrum, sprint planning, backlog prioritisation, UAT, release planning.
- **Analytics:** KPIs and OKRs, funnel analysis, A/B testing, Google Analytics, Amplitude, SQL (basic), Excel.
- **Leadership:** Leading PMs and engineers, weekly performance updates, retrospectives, stakeholder management.
- **AI and tools:** AI-assisted research synthesis, requirements and test planning, Jira, Confluence, Figma, Miro.

PROFESSIONAL EXPERIENCE

Product Team Lead, Hadiel Health (health insurance / HMO)

Lagos, Nigeria | 2026 - Present | Full-time

- Lead product strategy for corporate clients and head a cross-functional team of 20: 3 product managers, 4 senior engineers, QA and others.
- Built and launched a self-service client portal for HR teams and agencies, cutting agency onboarding time by more than 99%, from up to two days to under 10 minutes.
- Moved routine client requests for utilisation, member and reconciliation data into the portal, removing a steady stream of back-and-forth between clients and operations.
- Grounded the roadmap in client interviews and feedback from five operations teams, and deferred bulk dependant upload to protect the core launch.
- Established the team's operating rhythm: weekly performance updates, daily stand-ups, sprint planning and sprint retrospectives.

Movam Technologies Limited (logistics)

Lagos, Nigeria | 2024 - 2026 | Full-time

Senior Product Manager, 2025 - 2026 (promoted) | **Product Manager**, 2024 - 2025

- Owned product strategy and the roadmap for a B2B fleet-management platform serving 10,000+ users, spanning live tracking, trip management, electronic proof of delivery (EPOD), safety and activity reporting, and fleet maintenance and compliance.
- Identified onboarding friction, not demand, as the constraint on growth through research with 20+ drivers and operations staff, and made it the top roadmap priority.
- Led self-service partner onboarding, cutting driver registration time by more than 90%, from up to two weeks to under one day, and growing driver supply.
- Shipped 7 features, including partner onboarding, alternative-route planning, geofencing and remote locking, contributing to a 15% increase in customer satisfaction.
- Established data-led experimentation and feedback loops that contributed to a 12% increase in user activation.
- Introduced AI-assisted workflows for research synthesis, requirements, edge-case analysis and test planning, with human review before work entered the backlog.

Product Manager, Edswot (education technology)

Lagos, Nigeria | 2023 - 2024 | Consulting

- Set backlog priorities for a team of 10-20 from learner and instructor feedback, weighed against business value.
- Launched a personalised learning dashboard that increased course completion by 22%.
- Introduced automated student-instructor feedback loops that raised NPS by 12 points.
- Coordinated go-to-market with marketing for new learning modules.

Product Manager, Shopta, formerly WhipFix Hub (e-commerce marketplace)
Lagos, Nigeria | 2021 - 2023 | Contract

- Owned the end-to-end product lifecycle for a marketplace connecting buyers directly to sellers.
- Pinpointed checkout as the main conversion constraint through funnel analysis, journey analytics and user feedback.
- Prioritised fixes by value against effort and drove an 18% increase in checkout conversion.
- Partnered with UX/UI on the mobile experience, contributing to a 20% increase in daily active users.
- Led 12 engineers and designers on bi-weekly Agile releases.

Founder, Maloxe
Apparel distribution (wholesale and retail) | Lagos, Nigeria | 2019 - 2021

- Founded and ran an apparel brand supplying clothing to wholesale and retail buyers across Lagos.
- Owned the full commercial cycle: product sourcing, pricing, sales, customer relationships, inventory and cash flow.
- Built the commercial judgment I bring to product work: understanding what customers will pay for, managing margins and making decisions with limited resources.

EDUCATION

Crawford University, Ogun State, Nigeria - BSc, Biochemistry (2015 - 2019)

CERTIFICATIONS

- AI for Product Management & Innovation, Agile Enterprise Coach (Certificate of Completion)
- Artificial Intelligence for Product Managers, Product School (2024)
- Product Strategy Micro-Certification, Product School (2024)
- Product-Led Growth, Product School (2024)
- Product Road-Mapping, Product School (2024)
- Software Processes and Agile Practices, University of Alberta (2024)
- Client Needs and Software Requirements, University of Alberta (2024)