

Richard Abiola Ogunsola (CSPO)

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Professional Summary

Innovative Product Manager with wealth of experience launching, scaling, and optimizing digital products across FinTech, Banking, SaaS, and Consumer Tech. Skilled in roadmapping, agile delivery, scrum methodology, stakeholder management, go-to-market strategy and data-driven decision-making. Proven track record of leading cross-functional teams to deliver products that improve efficiency, drive adoption and revenue growth. Passionate about building user-centric solutions and leveraging AI and other emerging technologies to solve complex problems.

Professional Experience

Sterling Bank Plc

Senior Product Manager | Aug 2022 – Present

- Spearheaded the product development lifecycles for *Torrستا*, *GoTrip* and *Thrupas*, integrating AI thereby reducing the Bank and its Partners' travel payment expenses by 20% and enhancing automation by 60%.
- Drove a 20% increase in product adoption for core digital offerings (One Bank, Café One, Specta). Achieved this by optimizing the new-user activation funnel, directly boosting user retention and stickiness (45% engagement growth).
- Oversaw digital strategy for *Qoray* thereby breaking a Guinness World Record and also launching Nigeria's first Electric Vehicle commercial charging stations.
- Built *Uncover Naija*, a digital cultural repository, hosting 1,000+ local content/assets in partnership with Nigeria's Federal Ministry of Tourism.
- Designed and executed customer acquisition strategies that grew the business portfolio by 22%, generating over ₦18 billion (\$12M) in deposits and ₦12.3 billion (\$8.2M) in risk assets.
- Leading strategic partnership and API-integrations with MTN Nigeria's *See Naija* and *My Lagos App* to deliver seamless navigation, entertainment offerings, and localized payment experiences, creating a frictionless ecosystem for diasporans during Dettý December.

BetterHalf.ng

Growth Product Manager | Oct 2020 – Jul 2022

- Led remote cross-functional teams (Nigeria, India, UK) for the product development and launch of an AI-powered social networking app, that delivered 11,000+ new users and generated ₦40 million (\$72,000) in revenue within 6 months..
- Integrated user feedback loops into product cycles, improving UX and boosting retention and subscriptions.
- Implemented structured workflows and async communication tools, ensuring seamless collaboration across time zones.

Elbe Pharma

Product Marketing Specialist | Sept 2020 – Oct 2021

- Organised campaigns for *Amatem Softgel* and *Darvavit* brands in 3 editions of the Big Brother Naija reality TV show, generating 10M+ impressions and 1,000% social media growth.
- Established long-term CSR partnerships (itel Mobile, Drug-Aid Africa), improving brand awareness, loyalty and community impact.

Transsion Holdings (Tecno, Itel, Infinix)

Content Marketing Specialist | Mar 2020 – Aug 2020

- Achieved 60% CTR growth and tripled engagement for *Scooper App* through content marketing strategies during COVID-19 lockdown.
- Improved retention rates to 98% by leveraging customer insights for UX-focused content..

Khromo

Content Strategist | Oct 2018 – Mar 2020

- Implemented SEO-driven strategies, growing blog readership across Africa, Europe, and the Middle East.
- Produced high-quality and in-depth coverage of global Entertainment, Fashion, Intellectual Property, Gadgets contents resulting in increased authority in competitive niches.

9jacashflow

Content Developer / Social Media Manager | Mar 2018 – Mar 2019

- Authored a viral blockchain/crypto content (Bitcoin at 10) that secured high value partnerships with Propy, Steem and other international Blockchain firms.
- Managed content and user engagement strategies to improve blockchain adoption within the community.

Education

- **MBA** – MIVA Open University
- **B.Sc. Civil Engineering** – University of Ibadan

Core Skills

- **Product Strategy & Execution:** Roadmaps, Backlog Prioritization, Product Lifecycle Management
- **Agile Methodologies:** Scrum, Sprint Planning, Cross-Functional Team Leadership
- **Product Marketing & GTM:** Market Research, Product Positioning, Go-to-Market Strategy, Campaign Development, Customer Acquisition, Retention & Engagement
- **Data & Analytics:** KPI Measurement, User Feedback Loops, Product Optimization
- **Stakeholder Management:** Partner Integrations, Vendor Negotiations, Executive Communication
- **Tools:** Jira, Notion, Trello, Mixpanel, Google Analytics, Hotjar, Figma, Webflow.

Certifications

- Certified Scrum Product Owner (CSPO) – Scrum Alliance
- Product Analytics Micro-Certification – Product School
- Advanced Product Marketing – LinkedIn Learning
- Inbound Marketing (Frictionless Sales) – HubSpot
- Digital Marketing – Shaw Academy
- Generative AI for Project Managers – PMI
- Product Marketing & Management – Utiva X Sterling Academy