

Esther Awa

Abuja • awaesther66@gmail.com • [linkedin.com/in/esther-awa](https://www.linkedin.com/in/esther-awa) • <https://esther-awa.vercel.app/>

Senior Product Manager – Fintech • EdTech • SaaS • AI

Senior Product Manager with 5+ years of experience delivering AI, fintech, enterprise SaaS, and EdTech products from concept to scale. Led products serving 70,000+ monthly active users and 33,000+ students. Managed payment platforms processing \$300,000+. Focused on customer discovery, cross-functional execution, and measurable business outcomes.

CORE COMPETENCIES

- **Product Strategy & Leadership:** Product Strategy, Product Roadmapping, Product Lifecycle Management, Cross-Functional Leadership, Stakeholder Management, Prioritization, Go-to-Market Strategy
- **AI, SaaS & Digital Products:** AI Product Development, AI Integrations, Enterprise SaaS, Web Applications, Mobile Apps, 0→1 Product Development, Product Launches.
- **Customer & Data:** Product Discovery, User Research, Customer Interviews, Product Analytics, Market Research, Experimentation, Customer Feedback Analysis
- **Product Delivery:** Agile, Scrum, Backlog Management, Requirements Definition, Sprint Planning, Release Management, Engineering Collaboration.
- **Tools:** Figma, Jira, Miro, Notion, Productboard.

WORK EXPERIENCE

NextGen Upfitters • Georgia, USA • 12/2025 - Present

Product Manager • Contractor

- **Product Strategy & Lifecycle:** Owned the complete product lifecycle for FleetBuild.io from concept through MVP launch and enterprise rollout; established product direction, managed priorities, and coordinated delivery across the product development lifecycle.
- **Customer Discovery & Workflow Optimization:** Led discovery sessions with stakeholders to map procurement, maintenance, approval, and reporting workflows; translated operational pain points into product requirements and prioritized solutions.
- **Enterprise Product Delivery:** Delivered four production-ready enterprise modules within three months; managed scope, engineering capacity, dependencies, and release priorities to maintain delivery velocity.
- **AI Product Development:** Defined and executed AI-powered capabilities, including procurement recommendations, predictive maintenance, and automated document generation; translated business use cases into actionable product requirements and delivery plans.

The KPI Institute - FAEI • Melbourne • 05/2025 - 07/2026

Product Manager • Full-time

- **Product Portfolio Management:** Managed a portfolio of five certification products across HR, AI, project management, product management, marketing, and related functional areas; aligned product strategy, priorities, and delivery across multiple product streams.
- **Product Launch & Delivery:** Launched 10 instructor-led certification programs within four months; managed timelines, dependencies, scope, and launch readiness across concurrent product initiatives.
- **Cross-Functional Leadership:** Coordinated delivery across a 33-member cross-functional team; improved planning, stakeholder coordination, and execution to keep multiple certification launches on schedule.
- **Product Accreditation & Marketability:** Owned the CPD accreditation process for certification products; strengthened product credibility and marketability while supporting broader customer and market adoption.

Lint Finance • Nigeria • 06/2025 - 07/2026

Product Manager • Contractor

- **Fintech Product Strategy:** Led product strategy for LINT processing \$100,000+ in monthly wallet transactions; shaped product direction across payments, payroll, personal finance, and business financial services.
- **Multi-Product Ownership:** Drove development across tax payments, payroll, wallet funding, gas payments, and personal finance; managed competing priorities across multiple financial product lines.

- **Product Delivery & Execution:** Owned the full product development cycle from discovery and requirements through engineering delivery, testing, and production releases; maintained alignment across scope, priorities, and delivery timelines.
- **Regulated Cross-Functional Delivery:** Partnered with Engineering, Design, Compliance, and Operations to deliver financial products within technical, regulatory, and operational requirements.

Tespire • Abuja Nigeria • 04/2024 - 05/2025

Lead Product Manager • Full-time

- **Scaled Education Platform:** Led a 16-member Product, Design, and Engineering team to deliver a student management platform supporting 33,000+ students across public and private schools in Nigeria; managed product direction, execution, and scale across multiple user groups.
- **Education Workflow Transformation:** Digitized enrollment, attendance, finance, examinations, and academic records; reduced administrative workload for schools by 40% through workflow automation and centralized school management.
- **Market Expansion:** Grew the Agent X platform from 0 to 500+ schools, expanding market reach by 60%; translated market needs into product improvements that supported adoption across a growing school network.
- **Financial Product Optimization:** Delivered four major improvements to payment reconciliation and financial reporting; improved financial visibility and strengthened operational workflows for schools and administrators.

Miva Open University • Abuja Nigeria • 03/2023 - 05/2024

Product Manager • Full-time

- **Digital Transformation:** Led the product roadmap for a student information system supporting 1,800+ students across 15 departments; translated institutional requirements into a scalable digital platform.
- **Scalable Systems Design:** Defined the product architecture and scalability requirements to support growth beyond 25,000 students; aligned system capabilities with long-term institutional expansion.
- **Executive & Institutional Stakeholder Management:** Worked directly with university leadership, Admissions, Registry, Finance, and Engineering to align priorities, resolve operational constraints, and drive adoption across core university functions.

JamaSoft Concept • Abuja Nigeria • 02/2021 - 03/2023

Product Manager • Full-time

- **0→1 AI Product Launch:** Led the product from concept to commercial launch across Web, Android, and iOS; defined the product direction, MVP scope, and launch strategy for an AI content platform.
- **Rapid MVP Delivery:** Delivered the MVP in under two months with an eight-member team; managed scope, priorities, and execution to move from concept to market at speed.
- **Generative AI Product Development:** Launched text-to-video, image generation, voice synthesis, and multilingual content capabilities; translated emerging AI capabilities into customer-facing product features.
- **Commercial Traction:** Grew the platform to 11,000+ registered users and 827 paying customers; generated \$7,000+ in revenue during the first month after launch.

EDUCATION

Bachelor's Degree in Computer Engineering

Michael Okpara University Of Agriculture Umudike, Abia State, Nigeria • Umuahia, Abia State • 02/2012 - 04/2018

CERTIFICATIONS

- **Product Led methodologies**
Pendio
- **Certified SAFe 6 Product Manager/Product Owner**
Scaled Agile Inc
- **Prompt Engineering for Project Managers**
Project Management Institute (PMI)