

BELLO IBRAHIM

ASSOCIATE PRODUCT MANAGER

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Lagos, Nigeria.

SUMMARY

Associate Product Manager and clinical scientist who builds healthcare and fintech products grounded in user research and market fit. At Bvida HealthTech, I set product direction, run cross-functional sprints, and ship features on a consumer-facing e-pharmacy platform serving Lagos.

EXPERIENCE

Bvida HealthTech

January, 2025 - Present

Product Manager

- Set product vision and own the roadmap for a prescription-compliant e-pharmacy platform, translating user needs into OKRs, running bi-weekly sprints, and shipping features across a 3-person cross-functional team.
- Identified a critical regulatory gap in Nigeria's online pharmacy market, no incumbent supported verified POM (prescription-only medicine) dispensing. Designed, tested, and shipped a WhatsApp-based prescription verification flow that closed this gap and became Bvida's primary trust differentiator.
- Formulated and ran product experiments across onboarding and checkout flows, using drop-off data to prioritise fixes, reducing checkout friction and improving payment completion rates via Paystack integration.
- Defined and tracked product KPIs tied to pharmacy partner activation, prescription fill rate, and user retention. Presenting findings to co-founders and external stakeholders to align roadmap decisions with revenue impact.

SickleAid (Altschool Hub Project)

2024 - 2025

Product Lead and Front End Developer

- Scoped, prioritised, and shipped a React Native mobile application for Sickle Cell Disease patients from concept to working prototype; covering crisis alerts and medication tracking.
- Ran structured user research sessions with 10+ patients and 3 clinicians, synthesised findings into product requirements, and used insights to cut planned feature scope by 30%.
- Designed and iterated onboarding flows based on two rounds of user testing, reducing time-to-value for new users and improving early session retention.

Pediatric Partners Hospital

2023 - 2026

Medical Laboratory Science Department

- Owned the laboratory's QA/QC programme: built monthly test performance dashboards, analysed error trends across disciplines, and presented findings and recommendations directly to hospital management.
- Rotated across 4 laboratory disciplines – Phlebotomy, Microbiology, Chemical Pathology, and Haematology. Processing 50+ patient samples daily and managing test ordering, turnaround tracking, and results reporting.

KEY STRENGTHS

- **Product:** Roadmapping, OKRs, RICE prioritization, PRD writing, A/B Testing, Sprint management.
 - **Healthcare Domain Knowledge:** EMR workflows, pharmacy inventory, lab operations, prescription compliance
 - **Analytics:** Product KPIs, data-driven prioritisation, QA/QC analysis, Google Analytics, Mixpanel, Posthog
 - **Stakeholder Communication:** Cross-functional alignment, pharmacy & clinical partner management, executive communication
 - **Methodologies:** Agile/Scrum, user research, UX decision-making, technical documentation
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EDUCATION

- **Masters of Public Health – Ahmadu Bello University (2026/2027 Cohort - In Progress)**
- Research focus: telemedicine adoption, digital health barriers in low-resource settings, and eHealth evaluation frameworks.
 - **Bachelor's Degree (Medical Laboratory Science) – University of Lagos, 2022**
- Conducted research on Alpha Smooth Muscle Actin & Toll-Like Receptors in Breast Cancer, analyzing their role in tumor progression and potential clinical applications.
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CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Product Prioritization Micro Certification – Product School (2025)
 - Product Discovery Micro Certification – Product School (2025)
 - Product-Led Growth Certification – Product School (2025)
 - Product Analytics – Product School (2025)
 - Diploma in Software Engineering (Front-End Development) – Altschool Africa, 2024
 - Basic Life Support (BLS) Training – 2024
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LEADERSHIP & ORGANIZATIONAL IMPACT

- **Chief Intern (LUTH)** – Coordinated a monthly intern seminar running a year, vaccination drives, three successful blood drives and community health outreach.
- **Senate President (NIMELSSA)** – Oversaw budgeting, constitution review, incorporated sustainable governance structure and student-government strategy.
- **Creative Editor** – Responsible for editing the NIMELSSA Magazine & Final Yearbook for Graduating set 2022/23