

# OLAMIDE IROJAH

Product Lead | B2B SaaS | AI-Native Prototyping & Growth

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## SUMMARY

Product Lead with 4+ years scaling B2B SaaS platforms in emerging markets. Grew a multi-product portfolio to 59,700+ business users processing \$5.2M in annual GMV. I build products by starting with what the business needs to be true, then working backwards to what the user needs to experience. Ship fast using AI-native prototyping, validate before committing engineering resources, and kill what doesn't work, validating, experimenting and derisking.

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## EXPERIENCE

### Product Lead — QShop Tech

June 2022 – Present | Remote, Nigeria

- Reduced onboarding drop-off from 70% to 45% by redesigning the activation flow through hypothesis-driven testing. That single change compounded across activation, retention, and revenue per user.
- Grew a multi-product portfolio to 59,700+ stores processing \$5.2M annual GMV and 18,000+ monthly orders, owning end-to-end product strategy from discovery through delivery.
- Shipped 3 core features that drove 15% engagement increase and 10% reduction in support tickets. The real work was killing the 20 feature requests that didn't make the cut.
- Built a milestone-based autonomy framework that increased sprint velocity by 30% across a cross-functional team (Design, Engineering, Associate PMs), because I was becoming the bottleneck and the business couldn't scale that way.

### Lead Project Manager — Yoke Solutions

June 2022 – Present | Remote, Nigeria

- Led a 5-person team that overhauled a major government agency portal, delivering 50% improvement in UX metrics and accessibility within 7 months. The stakeholders paying weren't the users using it, which shaped how I thought about B2B product decisions.
- Directed B2B consultancy operations generating ~\$50k+ annually through custom enterprise delivery.
- Reduced average delivery timelines by 10% across 3 concurrent enterprise projects by implementing Agile frameworks that actually stuck.

### Chief Operating Officer — MyFarmbase Africa

June 2019 – November 2021 | Remote, Nigeria

- Scaled an EdTech platform from concept to 9,000+ active users across West Africa, launching 200+ profitable agribusinesses. Zero-to-one in a market with no existing playbook.
  - Co-designed engagement frameworks that increased student retention by 25% and boosted programme participation requests by 10%.
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## BUILDS & SIDE PROJECTS

### QTrack | AI-Powered Expense Intelligence

Product Owner | March 2025 – September 2025

- Built and deployed a WhatsApp-based AI expense tracker using only AI tools, 10x faster time-to-market than a traditional engineering cycle. Acquired 500+ users in 2 months.

### Sugar Guest Pro | AI Event Management SaaS

Product Manager | June 2025 – Present

- Deployed a WhatsApp bot tool in 48 hours to validate a usage hypothesis before committing any engineering resources. Served at least 20+ event planners with check-in times cut by 50%.

### Jarvis | Personal AI Operating System

Product Lead & Architect | January 2026 – Present

- Built a custom AI agent as a second brain: automates research, knowledge synthesis, and workflow management using Claude Code & Make.
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## EDUCATION & CERTIFICATIONS

mMBA (Business Administration) - Tekedia Institute, 2021

McKinsey Forward - Problem-Solving & Leadership Bootcamp, 2021

Agile Project Management - UTIVA, 2020

B.Sc. Agricultural Administration - Federal University of Agriculture, Abeokuta, 2020