

TEMITOPE BENSON

Senior Product Manager

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PROFESSIONAL SUMMARY

Senior Product Manager with 10+ years of experience building digital platforms and product systems from scratch across mission-critical environments in Canada and West Africa. Consistent track record of inheriting broken or non-existent delivery infrastructure and creating working systems, performing teams, and measurable outcomes. Built and led teams of up to 36 people across full-time and freelance engagements. Delivered platforms serving 2M+ users, drove 225%+ growth in core product metrics, and launched mobile advertising infrastructure reaching 120M+ consumers across four African markets. Hands-on AI product delivery using LLM APIs, n8n, and rapid prototyping tools. Speaker on mobile advertising inclusivity at Social Media Week Lagos.

CORE SKILLS

Product Management: Product Vision and Roadmap Ownership, PRD and Technical Spec Writing, Backlog Management, Agile and Scrum, KPI Definition, A/B Testing and Experimentation, User Research, Go-to-Market Planning, End-to-End Product Lifecycle Ownership

Team Leadership: Team Building and Hiring, Performance Management, Cross-Functional Coordination, Player-Coach Delivery, Vendor and Agency Management, Multi-team Remote and In-Person Leadership

AI and Automation: LLM API Integration, n8n Workflow Automation, Rapid Prototyping with Replit and v0 by Vercel, Copilot Studio Configuration, AI Use Case Discovery and Scoping, AI Feature Pilot Design and Evaluation

Platform and Web: Web Portal and Web App Delivery, WordPress Development Oversight, eCommerce and Marketplace Platforms, CMS and CDP Implementation, Technical Requirements Definition, API Integration Coordination

Analytics and Tools: Mixpanel, GA4, Data-Driven Decision Making, Figma, Jira, Confluence, Salesforce CRM

Domains: HealthTech, Digital Publishing and Media, AdTech and Mobile Advertising, Non-Profit Digital Transformation, B2B SaaS, eCommerce

PROFESSIONAL EXPERIENCE

Principal Product Consultant | **Swash Digital, Digital Product Consultancy** | May 2025 to Present | Toronto, ON

- Lead end-to-end product engagements for non-profit organizations, SMEs, and faith communities, overseeing discovery, PRD creation, roadmap planning, and engineering delivery across concurrent client projects.
- Identify, scope, and prototype AI-powered workflow automation use cases for clients using n8n, LLM APIs, Replit, and v0 by Vercel, validating through rapid pilots before committing to full builds.
- Delivered 50+ websites and web applications over the life of the consultancy including eCommerce platforms, marketplaces, membership portals, volunteer portals, and business pages for clients including SERV Food Bank, New Covenant Assembly, and Budweiser.
- Built and managed multi-disciplinary delivery teams across concurrent client engagements including developers, designers, project managers, product managers, and business development managers; at peak managed a combined team of 36 across full-time staff and freelance contributors.
- Built Swash Engage, an internal consumer engagement platform now deployed with retail and FMCG clients to drive brand interaction and loyalty at scale.

Product Manager | **Canadian Women and Sport, National Non-Profit, Gender Equity in Sport** | April 2024 to January 2025 | Toronto, ON

- Led full product lifecycle from PRD and scoping through design, development, UAT, and launch for Field of Play v2.0, a complete rebuild of the organization's Learning Management and program administration platform.
- Delivered a digital application and onboarding module that replaced a fully manual process including paper forms, DocuSign emails, and spreadsheet tracking, enabling online applications, admin review workflows, coach-organization matching, digital acceptance, and integrated payment processing.

- Platform launch drove a 225%+ surge in program applications, from 30-40 per week to 130+ in the first week alone, directly supporting the Gender Equity Playbook and Same Game Challenge campaigns.
- Retained post-resignation on contract to complete platform documentation, staff training, and final delivery handoff, reflecting organizational confidence in delivery quality.

Product Delivery Manager | Wellness Together Canada, Canada's Largest Federal Mental Health Platform, Health Canada-Funded | October 2023 to April 2024 | Remote, Canada | Contract

- Operated as the sole product resource, coordinating asynchronously across Health Canada stakeholders, external engineering vendors, and clinical content owners serving all provinces and territories.
- Inherited an 18-month roadmap backlog with no delivery framework; implemented a full end-to-end system covering intake, prioritization, sprint cadence, documentation, UAT, go-live, and post-launch tracking within weeks of joining.
- Drove delivery of platform features including MFA security upgrades, Quick Exit, Platform Search, Self-Assessment Widget and Dashboard, Zendesk integration, and telehealth enhancements across the WTC portal and PocketWell iOS/Android app serving 2M+ registered users and 20-30K weekly active.
- When Health Canada ended WTC funding in April 2024, led the responsible shutdown as the sole remaining product resource, conducting a full platform audit, securing consumer data, ensuring HIPAA and PIPEDA compliance, and safeguarding all technical assets.

Product Manager | St. Joseph Communications, Canada's Largest Privately-Owned Media Company | June 2022 to July 2023 | Toronto, ON

- Managed digital product strategy and delivery across a portfolio of Canada's most-read media brands including Maclean's, Toronto Life, Today's Parent, Hello Canada, and Canadian Business, collectively driving 50M+ monthly pageviews and millions of subscribers.
- Spearheaded migration of heritage brand websites to a new CMS platform, improving site performance and ad monetization by 15%; championed CDP implementation that expanded first-party ad inventory opportunities by 20%.
- Executed data-driven email acquisition campaigns for Sobeys, SickKids, and Let's Talk Science, contributing to 25% growth in subscriber engagement across client accounts.

Senior Product Manager, Consultant | Swash Digital, Digital Product Consultancy | March 2021 to May 2022 | Lagos, Nigeria and Ontario, Canada

- Designed and delivered a Bluetooth beacon-based AdTech platform for Netflix, enabling targeted mobile consumer engagement in high-footfall retail environments across West Africa.
- Delivered a full Salesforce CRM platform build for First Work, the Ontario Youth Employment Network, owning requirements definition, integration architecture, membership management workflows, and end-to-end delivery of an event ticketing and membership portal.

Digital Project Coordinator | Dementia Society of Ottawa and Renfrew County, National Non-Profit Health Organization | November 2021 to February 2022 | Ottawa, ON | Contract

- Led end-to-end website redesign engagement managing RFP process, vendor selection, site architecture, wireframing, UI design reviews, development oversight, UAT, and launch of the organization's current WordPress website at dementiahelp.ca.

Delivery Lead, West and Central Africa | Out There Media, Global Mobile Advertising and Data Monetization, Vienna, Austria | May 2019 to February 2021

- Deployed and scaled OTM's Mobucks mobile advertising platform across Nigeria, Ghana, and Cote d'Ivoire, making multiple in-country trips to pitch, align, and drive commercial and technical integration with MTN Nigeria, MTN Ghana, and MTN Cote d'Ivoire, each operating as distinct entities with different teams, regulatory environments, and structures.
 - Drove TBWA agency partnerships in each market to serve as regional sales partners, managing alignment between TBWA's campaign requirements and OTM's technical delivery capabilities across all three countries.
 - Coordinated with MTN Group at the South African holding company level and with the Out There Media Europe leadership team during executive visits and strategic reviews, maintaining alignment across the full partnership structure.
 - Reached 120M+ mobile consumers across three African territories; delivered campaigns with 95% delivery rates and 14% higher CTR than Facebook and Google benchmarks in the same markets.
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EARLIER CAREER

- Lead Product Manager, Sponge Limited, Lagos | July 2017 to April 2019. Built and led B2B Customer Engagement Platform generating 60-70% of company revenue. Built the team from scratch: 2 developers, UI/UX designer, 2 project managers, 2 interns, and an external MVAS engineering team. Reported directly to CEO. Managed digital campaigns for Coca-Cola, Maggi, and Nescafe.
- Operations Manager West Africa, Brandtone and Konnect, Dublin | April 2016 to June 2017. Led API platform integrations across West African telecoms for Unilever, Gates Foundation, and Pfizer. Managed permissioned consumer engagement programmes at scale.
- Account Manager, Terragon Group, Lagos | September 2014 to March 2016. Generated \$1.5M in subscription revenue across Etisalat and Airtel networks within 24 months. Managed mobile advertising and subscription product delivery.

EDUCATION AND CERTIFICATIONS

B.Sc. Computer Science, Lagos State University

Digital Platforms: Two-Sided Markets from APIs to Feature Roadmaps, MIT, 2023

Product Leadership, BrainStation, 2024

Venture Operations, Schulich School of Business, York University, 2025

Managing the Company of the Future, London Business School, 2021

Ethics in the Age of Generative AI, LinkedIn Learning, 2025