

# **TERWASE EMMY IRTWANGE**

## **PRODUCT MANAGER**

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### **SUMMARY:**

Product Manager with a passion for user needs and proven track record in the product development space. I thrive in fast-paced environments, bridging the gap between vision and growth. I leverage data to identify user pain points and translate product vision into actionable roadmaps, delivering exceptional results. My experience ensures flawless execution of innovative product strategies. I am seeking a challenging opportunity to leverage my skills and experience in a fast-paced environment focusing on Fintech, SaaS, Real Estate, Health, Agriculture, Logistics or Education. As a plus I bring my years of sales experience to any team.

### **PROFESSIONAL EXPERIENCE:**

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#### **Product Manager | Getcrib | Remote**

**August 2024 – August 2025**

- Led the product development of Getcrib, an innovative platform in the real estate market, from ideation to successful implementation.
- Collaborated with cross-functional teams, including product designers, frontend and backend developers, sales associates, and marketing teams to build and launch a product aimed at facilitating rental payments and property management.
- Developed and managed the product roadmap, ensuring alignment with business goals and stakeholder needs.
- Oversaw the creation and refinement of core features, such as a commission-based rental payment system and onboarding process for property managers and owners.
- Coordinated project timelines, task assignments, and agile processes to ensure timely delivery of milestones.
- Played a key role in conducting market research and competitor analysis to shape product features and positioning.

#### **Product Manager | HNG Bootcamp | Remote, Nigeria**

**June 2024 – September 2024**

- Managed a cross-functional team of 17+ stakeholders to bring Remote Bingo, a platform fostering team building through entertaining bingo games on Slack and Zoom.
- Leveraged my expertise in product development to shape the UI/UX of the MVP key mockups.
- Conducted daily stand-up meetings to ensure team alignment and transparency.
- Utilized Linear board to effectively assign tasks, track progress, and maintain project visibility.
- Fostered a collaborative environment through open communication channels.
- Led weekly discussions to prioritize tasks, address roadblocks, and celebrate achievements.
- Drafted the PRD and FRD documents, providing clear understanding.
- Performed usability testing sessions and iterated the designs based on the feedback received.
- Worked alongside a team of 11 PMs on developing a boilerplate with key features for developers.
- Assisted the team in the creation of business model canvas, unique value proposition, and strategy for product marketing.
- Drafted the research survey, functional requirement document, and acceptance criteria for Remote Bingo Game and boilerplate.
- Led a cross functional team of FE & BE developers, Q&A testers, DevOps, Data Analyst, Video Marketers & UI/UX.

#### **Co-founder & PM Mentor | TalentsFactory | Remote**

**April 2024 – June 2025**

- Co-founded TalentsFactory, an edtech platform where industry professionals train budding African tech talent, closing the gap in practical, tool-based training for students from Nigeria, Ghana and Kenya.
- Oversaw and managed the development of the platform as Senior Product Manager, launching TalentsFactory to a global audience.
- Designed and delivered the product management curriculum, covering introduction to product management, practical product management, user-centric product design with Figma, and AI approaches to product management.

- Trained and mentored 20+ students in product management, with hands-on use of industry tools including Jira, ClickUp, Linear, GitHub, Notion, SurveyMonkey and Google Forms.
- Managed partnerships with the NYSC, AIESEC Nigeria, Enactus Nigeria and She Code Africa to extend the platform's reach.
- Spearheaded campus ambassadorship programs to grow the TalentsFactory student community.

#### **Senior Product Manager | Allroutes Logistics | Remote**

**February 2024 – December 2025**

- Implemented effective time management strategies and led weekly stand-up meetings to ensure smooth project execution and team alignment.
- Utilized Github to create issues to backlog, assign tasks, track progress and prioritize features.
- Leveraged my knowledge in logistics operations and user engagement to highlight the app's unique features and potential impact.
- Drafted the PRD and FRD documents.
- Facilitated qualitative research and usability testing to improve user experience.
- Collaborated closely with a team, leading brainstorming sessions, and iterating on prototypes based on research findings.
- Assisted with the creation of a compelling pitch deck and operational manuals.
- Delivered a minimum viable product (MVP) and successfully launched.

#### **Sales Representative, North Central | ECOM Nigeria | Onsite**

**November 2022 – December 2025**

- Successfully developed and expanded the entire market in the North Central region of Nigeria, establishing ECOM's presence and increasing market penetration.
- Acted as the primary company representative, engaging with stakeholders, including smallholder farmers, distributors, and local communities, to promote agricultural machinery and chemicals.
- Drove sales growth by introducing and promoting ECOM's agricultural products, achieving significant sales targets and contributing to overall business growth.
- Monitored competitors' activities in the region, gathering intelligence on market trends and competitor strategies to inform ECOM's sales tactics.
- Provided regular reports to the business head, offering insights and recommendations to enhance market share and improve competitive positioning.
- Conducted market research and analysis to identify opportunities for growth, ensuring ECOM's products met the needs of the local agricultural sector.

#### **Business Development Manager & Co-founder | Mealtrips | Remote**

**July 2022 – September 2025**

- Co-founded and developed Mealtrips, a delivery platform catering to the food, e-commerce, and pharmaceutical sectors.
- Led business development initiatives, driving market expansion and partnerships with restaurants, pharmacies, and e-commerce vendors.
- Designed and executed go-to-market strategies that resulted in significant growth in user acquisition and increased order volumes.
- Collaborated with cross-functional teams to define and prioritize product features aimed at optimizing delivery speed, user experience, and customer satisfaction.
- Negotiated and secured key partnerships, enhancing the platform's service offerings and expanding market presence in multiple regions.
- Developed pricing strategies, conducted competitive analysis, and identified growth opportunities to maximize revenue streams and profitability.

#### **Head of Product Management (Co-Founder) | Chawbox | Remote**

**December 2021 – July 2023**

- Spearheaded the development and launch of Chawbox, an e-commerce platform designed to streamline the online shopping experience for food products.
- Collaborated with cross-functional teams, including designers, developers, and business stakeholders, to define product features and optimize user experience.
- Managed the end-to-end product lifecycle, from ideation, through development, testing, and product launch.
- Created and maintained the product roadmap, prioritizing features based on customer needs, business goals, and market analysis.
- Drove agile processes by coordinating sprints, refining user stories, and overseeing task completion to ensure timely product delivery.
- Analyzed customer feedback and data insights to iteratively improve product features, enhancing platform usability and increasing customer retention.

## Sales Operation Analyst | AFEX | Onsite

October 2020 – November 2022

- Collaborated with smallholder farmers to offer input loans for wet season farming, ensuring full recovery of loans.
- Oversaw the warehouse receipt system, aggregating and storing 5,000 MT of soybeans, ensuring quality control and compliance.
- Facilitated market access, securing fair prices for farmers' produce through effective commodity aggregation and negotiation.
- Leveraged technology to streamline operations and helped farmers open bank accounts, ensuring access to formal financial services.
- Produced detailed market and price reports, guiding strategic decisions and improving profitability.
- Implemented process improvements that enhanced efficiency, reduced costs, and increased stakeholder satisfaction.

## EDUCATION:

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- **Federal University of Agriculture – Benue State, Nigeria** – B.Eng. (Agricultural and Environmental Engineering)
- HNG - Product Management
- Product Hub Africa – Product Management

## CERTIFICATIONS:

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- **Product School – Product Discovery Certificate**
- **Product School – Product Launch Certificate**
- **HNG Certificate of Proficiency**
- **Product Hub Africa Certification**

## SKILLS:

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- **TECHNICAL SKILLS**  
GitHub | Git | Jira | Linear | ClickUp | Asana | Notion | Figma | Miro | Canva | Microsoft Office suite | Agile | Scrum | Kanban | OKRs | Adalo | HTML5 | CSS | JavaScript | Hugo documentation | Markdown | GCP | AWS | API
- **NON-TECHNICAL SKILLS**  
Market and user research | Documentation | A/B Testing | Wireframing | User flow | Development Life Cycle | Prototyping | Optimization and prioritization | Interpersonal skills | Stakeholder management | Training and mentorship | Attention to detail | Usability testing | Storytelling | Continuous learning | Problem-solving | Leadership | Customer focus | Strategic thinking | Time management | Information Architecture | Sales and marketing specialist | Customer service
- **LANGUAGES**  
English (Proficient)

## VOLUNTEER:

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- Technical writing mentor at Elite Int'l, 2023
- AMA session host and contributor at Anything-Product, 2023
- Project development manager at NAYPM, 2021
- Community manager at SIEA Integrated Solutions 2020