

WILLIAM SOWHO

Product Manager

Email: williamsowho@gmail.com | LinkedIn: [William Sowho](#)

Experienced Product Manager with 5+ years shipping data-informed products across consumer, fintech, SaaS, and edtech in the US, UK, and Africa. Highly skilled in using AI to prototype, automate workflows, and ship faster, working closely with Engineering, Data, and Design to turn complex user and marketplace problems into measurable solutions. Comfortable defining success metrics, running experiments, and iterating on impact. Proven track record of launching high-impact products that improve user experience and drive revenue, now operating as an AI-augmented PM who builds and automates rather than just writing specs.

Award: [Cardtonic Upskill winner 2024](#) Portfolio: williamsowho.vercel.app

CORE SKILLS

AI-Augmented Product Development, End-to-End Product Lifecycle Management, Technical Fluency, A/B Testing, Quality Assurance and Testing, Product Documentation, Data-Informed Decision-Making, Stakeholder Management, Product Analytics, Market Research, and Competitive Analysis.

PROFESSIONAL EXPERIENCE

Software Product Manager - Billing Search Atlas, Remote, United States SEO SAAS for North American Marketing Agencies. - Led the product team responsible for Search Atlas's entire billing portfolio, owning monetization end to end and hardening the Stripe payment infrastructure, work that helped drive the company to over \$1M in monthly recurring revenue. - Led the ground-up rebuild of Search Atlas's billing and quota systems and migrated all customers off the legacy infrastructure with zero revenue disruption, then authored a 20+ section SOP that became the single source of truth for the new system and drove alignment across leadership, engineering, and Customer Success. - Set up reusable AI playbooks by running my billing operation through Claude Code, connected via MCP to Linear, GitLab, Stripe, and the databases and codebases, codifying recurring billing investigations and quality-gated tickets into automated procedures that cut investigation time and let an AI agent implement and ship routine fixes without a developer writing the code. - Built a reusable promotional checkout platform that powers our recurring VIP and special-offer revenue events, replacing one-off engineering builds with a configurable system that non-technical operations team members can set up themselves, leading to multiple events that generated over \$500,000 in revenue each. - Led the end-to-end revamp of Search Atlas's billing and pricing pages, building them myself in Claude Design and restructuring the checkout and plan-selection flows to cut payment friction and reduce billing-related support questions.	Oct 2025 - Present Full time
Product Manager Vertex. Remote, Texas, United States Software company providing tailored IT solutions and product development services to global clients, including Dell and Merck. - Led the end-to-end development of a Supply chain healthcare product at Merck, conducting market research, competitive analysis, and stakeholder interviews to define business needs and ensure product-market fit. - Managed global platforms for Merck.com, MSD.com, and 100+ country sites, overseeing feature requests, bug fixes, and design updates while reducing issue resolution time by 30%, enhancing platform stability, and brand consistency. - Coordinated a cross-functional team of engineers and designers across multiple time zones, ensuring alignment with product requirements and achieving 95% on-time delivery for all major product milestones. - Also served as Project Manager, effectively managing an annual budget exceeding \$300,000 and ensuring timely and efficient project delivery within financial constraints.	July 2024 - Aug 2025 Full time
Product Manager Edves. Lagos, Nigeria K-12 School management SaaS with over 2,000 active schools. - Led a team of engineers and designers to launch a self-service Billing Manager, powered by Paystack, enabling schools to make direct payments, resulting in a 25% increase in revenue within the initial 3 months post-launch. - Conducted user research and collaborated with UX designers and engineers to revamp the Edves portal interface, leading to a 40% decrease in user experience-related complaints and a 20% increase in user satisfaction scores. - Revitalized the dormant Edves Personalized learning platform by improving onboarding and engagement strategies, successfully onboarding 6 schools and 20+ students on the platform. - Managed the development and launch of an internal analytics admin dashboard for the Edves mobile app, enabling real-time monitoring of user behavior and app performance.	Feb 2023 - June 2024 Full time
Product Manager CrediQ, Remote, United States Credit monitoring and financial inclusion platform connecting underserved borrowers across Africa to lenders and financial products. - Led the development of the CrediQ MVP from concept to launch in 6 months, owning the roadmap, feature prioritization, and go-to-market sequencing for a credit score monitoring and lending recommendation product targeting underserved borrowers. - Partnered with finance, legal, and compliance stakeholders to bring the product into compliance with Central Bank of Nigeria (CBN) regulations before launch, de-risking go-live.	August 2022 - January 2023 Contract

Founding Product Manager

Urize, Remote, United Kingdom

Media Technology Marketplace for Film and TV Rights

- Took the product from concept to MVP launch in 4 months as founding PM, delivering onboarding, deal facilitation, and payment integration, and helped secure the investor funding that backed the build.

May 2021 - July 2022

Full time

TUTORING EXPERIENCE

Product Management Instructor

ATC Academy, Remote.

2024

- Delivered workshops on Agile, Product Development Lifecycle, and Jira to 50+ aspiring Product Managers across multiple countries
- Improved job placement outcomes by helping 10+ students land PM internships through personalized coaching and feedback loops.
- Graded students' assignments and provided personalized feedback.

CONTRACTS

Product consulting for US-based B2B SaaS clients.

- Tradition Energy** – [traditionenergy.com](#)
#1 ranked energy procurement and sustainability solutions consultant. Streamlined customer and supplier contract flows by integrating a CRM, resulting in faster onboarding, improved data accuracy, and enhanced stakeholder visibility.
- Current Data** – [currentdata.net](#)
Vessel analytics platform tracking 10,000+ vessels. Implemented AIS vessel tracking and created interactive map overlays to display port visits and vessel types.
- Park&Zoom** – [parkandzoom.com](#)
Airport parking service. Managed the client's mobile app and website change requests, collaborating with development teams to ensure timely delivery. Also, personally executed monthly customer email campaigns via Listrak.
- Thin4Fun** – [thin4fun.com](#)
Early-stage wellness and nutrition tracking app. Managed and prioritized feature requests for the Thin4Fun web app, including payment integration and nutrition plan enhancements, while collaborating with developers to resolve critical bugs and improve app stability.

TOOLS

- AI & Automation:** Claude (Chat, Code, Design), Cursor, MCPs, Zapier, Lovable, ChatGPT
- Project Management:** Jira, Linear, ClickUp, GitLab, Monday.com, Trello
- Product Analytics:** Google Analytics, Mixpanel, Looker Studio, Metabase, Retool
- Documentation/Collaboration:** Google Suite, Slack, Microsoft Teams, Confluence, Notion, Loom
- Technical:** HTML/CSS, SQL, APIs, GitHub, Vercel, Postman
- Design Sketching:** Figma, Draw.io, Miro, Balsamiq
- No-code tools:** WordPress, Framer

EDUCATION

- 2021 - Bachelor of Science (BSc) in Biochemistry | University of Lagos

PROFESSIONAL CERTIFICATIONS

- 2026 - Claude 101, Claude Code 101, AI Fluency - Anthropic
- 2026 - Automating Workflows with Zapier - FreeCodeCamp
- 2025 - Product Prioritization Micro-Certification (PAC)™ - Product School
- 2025 - Software Testing: Effective Test Case Writing & Formatting - Udemy
- 2024 - Product Analytics Micro-Certification (PAC)™ - Product School
- 2024 - AI for Product Management - Pendo
- 2023 - UX Writing and UX Research - Udemy
- 2023 - Certified Product Manager Level 2 - Entrylevel.net
- 2023 - Data Analytics - Entrylevel.net
- 2023 - Business Model Innovation - Udemy
- 2023 - Mobile Product Management - Udemy
- 2022 - Fundamentals of Project Management - Google
- 2021 - Soft Skills Certification - Jobberman