MUPENZI EVANS SAFARI

VICE PRESIDENT, PRODUCT • HEALTHCARE TECHNOLOGY • DIGITAL PRODUCT STRATEGY

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EXECUTIVE PROFILE

Product and technology executive with 10+ years of combined product management, product development, consulting, and digital platform leadership across healthcare, SaaS, mobile, web, fintech, nonprofit, and enterprise environments. Experienced in product discovery, vision, requirements, roadmap execution, UX, engineering partnership, stakeholder governance, launch, and post-launch iteration. Healthcare product work includes patient-facing digital experiences, health-risk assessment workflows, secure medical data transfer, and release strategy.

EXECUTIVE PRODUCT LEADERSHIP

Product Strategy & Vision	**Healthcare Digital Products**	**Discovery & Prioritization**	**Roadmap & Release**
UX / Design Leadership	**Cross-Functional Leadership**	**Operating Model & Governance**	**Build vs. Integrate**

CAREER HIGHLIGHTS

- 10+ years of product ownership and product-development experience across freelance consulting, startup leadership, nonprofit platforms, fintech, and healthcare technology.
- Led product direction from requirements through implementation and market release as a Fractional CTO, translating business goals into scope, priorities, architecture, and delivery decisions.
- Built and launched patient-facing heart-health experiences at B100Method, including testing, reporting, health insights, third-party integrations, and secure medical-file transfer.
- Scaled product engineering leadership from first engineer to hiring 5 developers and later leading an offshore team of 15.
- Led concept-to-market product architecture across fintech, social commerce, custom CRM, advertising, and real-estate platforms.

PROFESSIONAL EXPERIENCE

Fractional CTO / Product & Technology Advisor | **Fraction.work** | Dec 2024 - Present

- Lead technical product direction for enterprise and startup initiatives, advising nontechnical stakeholders from requirements and product definition through sourcing, implementation, and market release.
- Own product and architecture decisions across AWS, React/React Native, Node.js, Python, AI, MongoDB/DynamoDB, APIs, and cloud services.
- Translate business goals into product scope, delivery priorities, and release decisions while balancing speed, scalability, user needs, and long-term platform health.

VP of Engineering / HealthTech Product Leadership | **B100Method** | Jan 2023 - Jun 2024

- Led product engineering for a patient-facing heart-health platform and home heart-test mobile experience built around a cardiologist-guided program for assessing cardiac risk and delivering health insights.
- Designed the patient experience end-to-end, including testing, reporting, and health-insight workflows; integrated third-party APIs and secure medical-file transfer using EMS/HTTP protocols.
- Drove product engineering and release strategy while balancing iteration speed, patient data security, compliance, scalability, and user experience.
- Joined as the first engineer, hired 5 developers, and later led an offshore team of 15 engineers in India across web, mobile, and e-commerce delivery.

Global Enterprise Architect / Product Platform Leader | **Puzzle Innovationz** | Nov 2020 - Jul 2023

- Led product and platform architecture across fintech, real estate, CRM, advertising, and social-commerce products; translated business concepts into data models, integrations, capabilities, and release plans.
- Architected a social-commerce startup from concept to market, sourced and led a team of 12 developers, and guided product delivery across React, Rails, MongoDB, and Magento.
- Owned global currency and billing architecture, including third-party API integrations, GraphQL/REST services, and platform decisions supporting financial product capabilities.

Lead Senior Website Developer / Digital Product Lead | **NASPO** | Jun 2022 - Nov 2024

- Led redesign and development of NASPO digital platforms, using department surveys to identify stakeholder problems and convert feedback into requirements, priorities, UX decisions, and implementation scope.

- Built and evolved WordPress, certification, dashboard, and procurement applications; coordinated biweekly project updates to align stakeholders on progress, requirements, and delivery.
- Developed conference check-in and procurement-management experiences supporting reporting, vendor management, compliance, and scalable digital operations.

ADDITIONAL PRODUCT & DELIVERY LEADERSHIP

Engineering Lead / Product Innovation | BillZero | Jan 2020 - Jan 2023

- Led product and technical development for micropayments, micro-lending, risk scoring, AI/RPA, social-payment gamification, and blockchain-enabled financial products.
- Integrated third-party risk-scoring APIs, developed national partnerships, supported capital-raising efforts, and led the development team from concept through implementation.

Lead Web & Marketing Developer / Project Manager | Pursuant | May 2020 - Jul 2021

- Managed nonprofit web and digital-marketing products with cross-functional designers and developers, coordinating client requirements, schedules, implementation, and delivery.
- Developed CMS and PHP/JavaScript solutions supporting donor engagement, campaign execution, and online communications.

Technical Project Manager / Full-Stack Product Delivery | CauseLabs | 2019 - 2021

- Managed delivery of digital products for mission-driven organizations and contributed hands-on architecture, APIs, frontend development, AWS operations, and UX support.
- Managed two project teams totaling approximately 20 engineers on a 2.5M-subscriber mobile music application and supported distributed product delivery.

Product-Focused Full-Stack Consultant | Freelance | Mar 2017 - Dec 2020

- Delivered end-to-end digital products for agencies, NGOs, and commercial clients across the U.S., Europe, Canada, and Australia, spanning healthcare portals, SaaS, CMS, e-commerce, learning platforms, travel planning, and decision-support products.
- Combined product discovery, requirements analysis, UX, implementation, testing, deployment, maintenance, and iteration across engagements, owning the path from business need to working product.

HEALTHCARE & PRODUCT DOMAIN STRENGTHS

Patient digital engagement • Healthcare mobile products • Health-risk assessment workflows • Secure medical data transfer • Product discovery • Product roadmaps • UX & accessibility • Stakeholder governance • Cross-functional leadership • Engineering partnership • API ecosystems • AI-enabled product strategy • Launch & iteration

TECHNOLOGY & PRODUCT FLUENCY

React • React Native • Node.js • Python • PHP • Ruby on Rails • WordPress • REST APIs • GraphQL • MongoDB • PostgreSQL • MySQL • Firebase • AWS • NoSQL • Figma • JIRA • Confluence • MS Project • AI/ML • RAG/LLM • OAuth • HIPAA-aware development

EDUCATION

PhD	**Information Technology**
Master's Degree	**Computer Science**
Bachelor's Degree	**Healthcare Administration**

EARLIER CAREER

- GeniusInside SA - Project Manager: led a team of 40 and delivery/validation work for a Treasury Department payment gateway and OCR processing system.
- NortonLifeLock - Software Engineer: enterprise software, CRM migration, security architecture, airline systems integration, and PCI-compliant development.