

# Nahom Mekonen

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## PROFILE

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Product manager and founder with 5+ years building mobility and logistics platforms end to end. Founded Kabba (Series A, 1M+ trips coordinating riders, drivers, and operators in real time) and LinQ (routing 10,000+ students for US fleet operators). I combine systems thinking with deep operational expertise in routing, dispatch, GPS tracking, and API integrations to ship real-world transportation people rely on.

## EXPERIENCE

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### Head of Product / Co-Founder

May 2021 - Present

*Kabba Transport*

Remote

*Series A mass transit SaaS that connects and coordinates riders, drivers, and operators in real time.*

- Owned product from ideation to scale across rider, driver, and operator apps on web and mobile, building modular platform surfaces that now coordinate 1M+ completed trips for 40+ enterprise clients and 30 school partners.
- Interviewed 100+ enterprise clients during discovery and led a 10-engineer team to ship the roadmap, using RICE to sequence what to build and the discipline to cut what did not move retention or operational performance.
- Built routing, dispatch, and GPS fleet tracking with payment and government API integrations, cutting manual reconciliation 80% and raising fleet efficiency 35%.
- Shipped a configurable B2B corporate tier and a SQL-backed analytics layer for operational decisions, growing the platform 400% year over year at 95% client retention.

### Head of Product & Growth

July 2019 - December 2021

*Radium Media*

Remote

*Bootstrapped creator commerce company building direct-to-consumer brands.*

- Owned product selection and market validation for influencer-led brand launches researching audience fit, market demand, and category opportunity to identify which product to build before a single unit was made; driving \$30M+ in sales across 200K+ customers with zero outside funding.
- Owned full product roadmap and growth strategy; wrote PRDs and user stories to ship internal marketing automation software from specification through QA and product launch.
- Validated product-market fit with A/B testing before every launch and cut manual reporting time 60% through automated data pipelines.

## PROJECTS

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### LinQ — Student Transportation Management Platform

May 2023 - Present

*Routing · GPS Tracking · Dispatch · Parent Mobile App (iOS & Android)*

- Built a student transportation management platform for type 3 (seven-seater) fleet operators, used by 10+ transportation companies to route 10,000+ students across Minnesota and North Carolina.
- Shipped routing and dispatch tools including a driver app for operators contracted by school districts and a parent mobile app for real-time student tracking, bringing fleet visibility to a segment that existing big-bus software had ignored.

## SKILLS

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<b>Product</b>	Product Vision & Roadmap, Strategy, Discovery & User Research, PRDs & User Stories, Prioritization (RICE), OKRs & KPIs, A/B Testing, Agile/Scrum, Stakeholder Management
<b>Platform &amp; Technical</b>	Platform & Systems Thinking, REST APIs & Integrations, GPS & Location Data, Routing & Dispatch Logic, Configurable Enterprise Workflows, SQL, Python, Mobile & Web Products
<b>Domain</b>	Mass Transit & Mobility, Student Transportation, Fleet Management, Logistics & Operations, Marketplaces, Payments
<b>Leadership</b>	Cross-Functional Leadership (Engineering, Design, Ops), Leading in Ambiguity, Outcome Ownership, Lightweight Process for Scaling Teams

## EDUCATION

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### Metro State University

St. Paul, MN

Bachelor of Science in Computer Science & Cybersecurity

Dean's List. Coursework: Systems Design, Data Structures, Advanced Programming, Operating Systems.

## LEADERSHIP & RECOGNITION

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**Africa Startup of the Year Nominee.** Recognized for advancements in transportation software and urban mobility at Kabba Transport.

**Management Leadership for Tomorrow (MLT) Fellow.** Selected for a nationally competitive program for high-potential leaders in business and technology.