

CAREER SUMMARY

Digital Product & IT Project Manager with 10+ years of experience leading end-to-end digital product and enterprise IT initiatives across FMCG, marketplace, fintech, and technology organizations. Experienced in translating business requirements into functional solutions and managing project scope, budget, timelines, resources, risks, dependencies, vendors, UAT, deployment, and post-implementation support.

Strong hands-on background in system and business analysis, ERP/POS, CRM, marketplace, API integration, database systems, reporting, and digital transformation. Skilled at bridging business users and technical teams through FSDs, workflow design, technical documentation, backlog management, issue resolution, project reporting, and Agile/Hybrid delivery with a focus on business alignment and operational continuity.

PROFESSIONAL EXPERIENCE

IT System & Dev Manager (Digital Product / IT Project Lead) • Boom Motorist • Mar 2023 – Present

Boom Motorist is a key intermediary in the FMCG supply chain, running a marketplace platform connecting wholesalers, retailers, small marts, and motorists across multiple branches.

KEY RESPONSIBILITIES

- Lead end-to-end delivery of an multiple digital product and enterprise IT initiatives across Marketplace Platform, CRM, Omnichannel Experience, Automated Reporting, and Real-Time Monitoring Dashboard spanning sales, supply chain, finance, and warehouse divisions, applying Agile and Hybrid methodologies based on project scope.
- Own project governance: requirement gathering, Functional Specification Documents (FSD), workflow diagrams, and technical documentation, ensuring alignment between business stakeholders and development teams from planning through UAT and deployment.
- Manage risk, dependency, and change control across concurrent projects — performing root cause analysis on incidents, system errors, and integration failures, and coordinating resolution with developers, infrastructure teams, and vendors to protect delivery timelines.
- Manage IT vendor portfolio and SLA compliance across nationwide multi-branch operations, overseeing API integrations, database transactions, and data synchronization between internal and third-party systems.
- Drive milestone tracking, operational dashboards, and reporting to support management decision-making and portfolio performance visibility.
- Coordinate cross-functional stakeholders — Developers, QA, Infrastructure, Operations, Finance, Sales, and external vendors — to deliver technology solutions on time and within scope, including end-user technical support (hardware, LAN, access management) across branches to protect business continuity during rollouts.
- AI implementations for operational analytics and knowledge retrieval, building agent-oriented workflows on local LLMs (Ollama) and a self-hosted AI agent gateway (OpenClaw, Hermes).

KEY ACHIEVEMENTS

- Built and deployed a custom AI agent integrated with live business transaction data, enabling natural-language, conversational analysis that supports day-to-day operational decision-making and process optimization.
- Delivered 5+ strategic digital transformation projects end-to-end: Marketplace Platform, CRM System, Omnichannel Experience, Automated Reporting, and Real-Time Monitoring Dashboard.
- Increased sprint delivery performance by 10% through structured backlog management and cross-functional coordination.
- Optimized IT operational costs by 15% through vendor management and service governance improvements.
- Reduced operational inefficiencies through process automation and system integration across multi-branch operations.

Product Owner • Pintap – PT Solusi Pintap Indonesia • Oct 2021 – Mar 2023

Subsidiary of MCLEI (Mitsubishi Corporation); led Pintap Kupon, a marketplace project serving motorists and direct wholesalers in the general trade sector.

KEY RESPONSIBILITIES

- Gathered and translated business requirements into functional specifications and development priorities, managing project scope and delivery timelines with developers, QA, designers, and business teams.
- Coordinated UAT, defect tracking, troubleshooting, and production support as part of the project release cycle, tracking issues through resolution.

- Led platform-expansion project from a single website into three optimized platforms, managing scope, stakeholders, and phased rollout for improved market segmentation and scalability.

KEY ACHIEVEMENTS

- Delivered 300% GMV growth within one year and increased active sellers by 222% within one year.
- Improved transaction redemption rate from 80% to 90% within six months while cutting monthly promotional budget by 700%.

Chief Technology Officer • Oorth – PT Skynosoft Portal Prima • May 2017 – Sept 2021

Oorth is a community-focused social platform combining chat, social media, maps, events, donations, marketplace, notes, wallet, and fees into a single super-app.

KEY RESPONSIBILITIES

- Directed system architecture planning, infrastructure management, and technology governance for a multi-feature platform delivered as nine integrated modules.
- Defined technical requirements, integration strategy, and scalable architecture across concurrent workstreams, managing incident handling and root-cause analysis to protect service delivery.
- Established technical documentation standards, system workflows, and operational procedures to support ongoing project and maintenance governance.

KEY ACHIEVEMENTS

- Scaled the platform to 50,000+ users and 3,000+ communities while sustaining 95% SLA compliance.
- Reduced cloud infrastructure billing by 20% while maintaining performance, and grew monthly transacting users by 30% and monthly activation by 18%.

Web Developer / Front End Developer • Icube — Kolibrii Commerce • Oct 2014 – Jul 2017

- Early-career full-stack and front-end development roles building the technical foundation — PHP, HTML/CSS, CMS platforms — that later supported IT project delivery and system analysis work.

SKILLS

Project & Digital Product: End-to-End Project Delivery, Project Planning, Scope, Budget & Timeline Management, Resource Planning, Risk & Issue Management, Dependency & Change Management, UAT, Deployment / Go-Live Readiness, Post-Implementation Support, Agile / Scrum / Hybrid, Milestone & KPI Tracking, Project Status Reporting, Stakeholder & Vendor Management, SLA Governance

Business & System Analysis: Requirement Gathering, Business Process Analysis, Functional Specification Documents (FSD), Workflow Design, User Stories, System Impact Assessment, Solution Design, Process Improvement, Enterprise Systems & Integrations

Technical: System & Business Analysis, ERP / POS / Marketplace Systems, API Integration, Database Administration (MySQL, MariaDB, MongoDB), SQL, ETL, Web Development (PHP, CodeIgniter, Python), Applied AI / LLM Agents (Ollama, OpenClaw, Hermes)

Tools: Jira, ClickUp, Git, Figma, InVision, Magento, Looker Data Studio, Microsoft Excel, Microsoft Word

Languages: English, Bahasa Indonesia

CERTIFICATIONS

- Certified System Analyst — BNSP, March 2025
- Scrum Master — Rakamin Academy, Jul 2021 – Sep 2021
- Certified SQL Intermediate — HackerRank, Oct 2021
- Cisco Certified Network Associate (CCNA) Course — Cisco, Jul 2014

EDUCATION

- Master's Degree, Information Technology — Gadjah Mada University, Sept 2015 – Jun 2017
- Bachelor's Degree, Informatics Engineering — Islamic University of Indonesia, Sept 2010 – Jun 2014

ADDITIONAL TRAINING

- Product Growth — Titik Balik, Jan–Feb 2023
- Data Analyst — MySkill Academy, Oct–Nov 2022
- Product Management — RevoU, Mar 2022