

Hazrul Azhar

MSc. • Head of Product • Top 100 Mentors

Singapore Citizen • Saudi Arabia Resident
+65 9697 7402 (WhatsApp) • +966 54 177 6529 (WhatsApp)
harryazhar.co@outlook.com • www.harryazhar.co • LinkedIn

Professional Summary

Strategic and Entrepreneurial Head of Product with 20+ years across artificial intelligence (A.I.), digital channels, digital transformation, e-commerce, logistics and fintech sectors in APAC and MENA. Expert in product discovery, zero-to-one, and cross-functional leadership. Known for simplifying complexity into profitable outcomes using design thinking and agile methodologies.

Core Skills

Communication • Product Strategy • Robotics • Artificial Intelligence • Agile & Scrum • UI, UX & Service Design • Programming (C#, PHP, Ruby, Javascript, CSS) • Marketplace & Logistics Systems (OMS, TMS, WMS, POS) • Payment Gateways (Stripe, Adyen, Paypal, Hitpay) • E-Commerce Systems (Shopify, WooCommerce, Salla, Zid) • Leadership • Data-driven Decision-making • Multilingual (English, Malay, Indonesian, Arabic, Spanish)

Experience

Head of Product, Dbra.co | Infinite PL c/o Saudi Post & Logistics, Saudi Arabia

- Orchestrated launch of digital delivery platform dbra.co integrating Aramex, SPL, Naqel under tight deadlines
- Secured 50+ leads and 3 pilots within 2 months under tight budget.
- Trained and directed 20 Business Analysts in Product Discovery and Scrum and received 4.9 CSAT

Senior Product Manager, Last Mile | Cenomi, Saudi Arabia

- Led the development of Transport Management System and Warehouse Management System
- Improved sortation by 50%; expanded logistics reach nationwide.

Product Manager, Delivery Experience | Lazada c/o Alibaba, Singapore

- Led the launch of Priority Shipping and Tracked Postal
- Achieved 20% cost savings; 30% revenue boost via delivery innovations and optimisations.
- Won LazStar Award for top annual performance.

Senior Product Manager | Janio Asia, Singapore

- Led the discovery of hub operations throughout Southeast Asia
- Launched multi-country logistics products; improved delivery speeds by 30%.

Head, Information Systems | WhatsHalal, Singapore

- Deployed world's first AI Halal ingredients system.
- Led the launch of WHPay QR Code Digital Wallet.

Selected Earlier Leadership Roles

- Director of Technology, iCommerce Asia – Expanded logistics tech into 4 countries; reduced downtime 70%.
- CEO, iCommerce Asia fka ALM Group – Scaled and sold logistics platform, 1000% shareholder value growth.
- Project Manager, Stream Media – Launched world's first mobile payment aggregator and world's first Singlish Siri for iOS

Education

Masters of Science with Merit — Digital Media Design — University of Edinburgh
Professional Certificate — Product Strategy & Management — National University of Singapore
Diploma — Information Technology — Singapore Polytechnic
Certificate — Product & Process Engineering — Singapore Polytechnic

Certifications

Product MBA • Advanced Certified Scrum Product Owner (ACSPPO) • Certified Scrum Master (CSM)

Awards & Achievements

Edinburgh Award in Leadership (University of Edinburgh Students Union) • Top 100 Mentors (ADPList) • LazStar Award (Lazada) • 500 Mentorship Hours (ADPList)