

# Hazrul Azhar

## MSc. • Head of Product • Top 100 Mentors

Singapore Citizen • Saudi Arabia Resident  
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## Professional Summary

Strategic and Entrepreneurial Head of Product Management and Designer with Programming background. 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

Leadership • Data-driven Decision-making • Stakeholder Communication • Strategic Thinking • Design Thinking • Systems Thinking • Agile & Scrum • Service Design • Robotics • Artificial Intelligence • UX & Interaction Design • User Research & Usability Testing • Design Systems & Visual UI (Figma, Adobe, Vectary, Unity) • Programming (C#, Python, PHP, Ruby, Javascript, CSS) • Marketplace & Logistics Systems (OMS, TMS, WMS, POS) • Payment Gateways (Stripe, Adyen, Paypal, Hitpay) • E-Commerce (Shopify, WooCommerce, Salla, Zid) • 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
- Collaborated with UX/UI designers in Figma to build the UX and Service Design and Design System to improve build time by 20%.
- Led and coached designers on new bi-lingual SPL AWB.
- Directed and collaborated with developers to launch platform according to the roadmap
- Directed and managed partnerships with SPL and counterparts in Malaysia and Australia for National Address System.

### Senior Product Manager, Last Mile | Cenomi, Saudi Arabia

- Led and collaborated with developers for development of Transport Management System and Warehouse Management System. Improved sortation by 50%; expanded logistics reach nationwide.
- Designed all interactions and logistics collateral such as bi-lingual AWB.

### Product Manager, Delivery Experience & Transport | Lazada c/o Alibaba (valued at USD 1.15B), Singapore

- Led digital & service design and launch of Priority Shipping, Tracked Postal and Universal AWB.
- Achieved 20% cost savings; 30% revenue boost via delivery innovations and optimisations.
- Conducted qualitative user interviews and A/B tests on delivery options, driving a 20% revenue uplift on priority delivery
- Won LazStar Award for top annual performance.

### Senior Product Manager | Janio Asia (Series B valued at USD 70M), Singapore

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

### Head, Information Systems | WhatsHalal, Singapore

- Led design, development and launch of world's first AI Halal ingredients system.
- Led design, development and 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.
- Technical Project Manager, Stream Media – Launched world's first mobile payment aggregator and 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

## Certifications

Product MBA • Advanced Certified Scrum Product Owner (ACSPO) • 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)