




Haz A., MSc • Product MBA

Aspiring Head of Product with 20 years experience in Entrepreneurship, E-Commerce, Logistics and Fintech in APAC & MENA • I build and lead cross-functional teams to turn wicked problems into winning magical products based on research, data and world class design •

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AVAILABLE IMMEDIATELY

 **Singapore Citizen**

Eligible to work in  Singapore  Saudi Arabia

EXPERIENCE

Cenomi, Saudi Arabia — Senior Product Manager

DECEMBER 2022 - FEBRUARY 2024

- Led a team in Vietnam, UAE and Saudi Arabia to design the product roadmap and develop logistics systems such as WMS and TMS for e-commerce operations throughout Saudi Arabia.
- Launched multiple 3PL integrations with TMS and OTO team in Turkey and Egypt.
- Designed Last Mile processes for forward and reverse logistics in Saudi Arabia.
- Co-owned by Trendyol (valued at USD 16.5B), an Alibaba Group company in Turkey.

Lazada, Singapore — Product Manager

FEBRUARY 2021 - NOVEMBER 2022

- Alibaba Group's Southeast Asia's e-commerce marketplace (valued at USD 1.15B) to manage logistics systems and experiences from end-to-end from buyer to seller, to internal logistics and 3rd party logistics for both Singapore and inbound cross-border and worked with Product teams in Indonesia and China.
- Developed the product roadmap for delivery experience from PDP to Doorstep for Singapore and delivered with UX and BI to improve NPS score for various delivery experiences from forward to reverse.
- Experienced in managing all Lazada logistics systems from Dabao to LNP with Product Designers in Malaysia.
- Launched multi-3PL network in Singapore. Launched Economy Delivery with SingPost Tracked Postal and reduced WIMO by 15%. Launched Same Day Delivery in Singapore to improve FA by 15%. Launched re-design of AWB for Singapore and Regional to reduce GTM changes by 50%. Completely diminished oversized orders. Winner of LazStar top employee award.

Janio Asia, Singapore — Senior Product Manager

SEPTEMBER 2019 - JANUARY 2021

- An eLogistics startup focused on cross-border shipping in Southeast Asia, funded by Vertex and valued at USD 70M
- Successfully led a remote engineering team located in Singapore and Indonesia by alignment with product vision and SCRUM to deliver MVP within 30 days.
- Coached HMS engineering delivery team in Scrum that improves speed of delivery by 30%.
- Product Owner of a Hub Management System that reduced sortation inefficiencies and admin time spent by 25% with customers in Singapore, Malaysia, and Indonesia

WhatsHalal, Singapore — Head, Information Systems

JULY 2018 - SEPTEMBER 2019

- Post-acquisition role. Owned end-to-end food and livestock order and delivery, ingredient Halal AI, and QR payment and achieved system stability within 2 weeks.
- Led remote teams in Malaysia and Indonesia building the roadmap and execute vision for 4 product lines.

HalalonClick, Singapore — Co-Founder & Chief Engineer, Designer & Product

SEPTEMBER 2017 - JUNE 2018

- Owned end-to-end food and grocery order and delivery. Migrated system from WordPress to scalable architecture on Golang. Achieved 100% growth within 6 months. Acquired by WhatsHalal.
- Designed the Product Roadmap to deliver islandwide delivery within 1 year.
- Led a cross functional team in Malaysia to deliver OMS, TMS and Driver App.
- Led the UI/UX and Brand Design of the company and app.

iCommerce Asia, Singapore, Indonesia, Malaysia — Co-Founder & Director of Technology & Supply Chain Systems

APRIL 2016 - JANUARY 2018

- An eLogistics startup (valued at USD 1M) making shipping easier for SMBs and big marketplaces like Amazon, Alibaba and Challenger.
- Led a cross-functional team in Singapore, Malaysia and Indonesia to deliver multiple products from OMS, TMS, Driver App, and Customer Micro-Site based on the Product Roadmap for all product lines
- Improved delivery FA from 89% to 99%.
- Launched multiple transport nodes in Malaysia, Indonesia, Hong Kong, Brunei within weeks by providing partners with our own technology.

ALM Group, Singapore, Indonesia, Malaysia — Founder & CEO

JANUARY 2014 - MARCH 2016

- Founded with SGD200 and generated annual revenue of SGD150,000 and a valuation of SGD200,000 at acquisition.
- Developed a Product Roadmap for Rezkii, a WooCommerce based Shopify with integrated Logistics systems and executed and launched within 8 months with 20 initial customers.
- Developed a mobile e-commerce app for ActionCity generating more than a SGD million revenue and designed the systems from marketplace frontend, backend and logistics.

Various Startups, Singapore — CEO, Software Engineer/Manager

SEPTEMBER 2004 - DECEMBER 2013

- Founded web design studio in 2004
- Joined an SME as a Software Engineer in 2005
- Founded an IT Consultancy in 2006
- Joined Stream Global BLK71 invested startups as Software Engineer/Manager between 2011 to 2013

EDUCATION



University of Edinburgh
MSc. Digital Media Design
Graduated with Merit and Distinction for Final Thesis • Recipient of the Edinburgh Award for Leadership



National University of Singapore
Professional Certificate in Product Strategy & Management
Attained professional certificate in Product Strategy and Management



Singapore Polytechnic
Diploma in IT & Certificate in Product & Process Engineering
A with Merit, CCA • Product Innovation Contest Winner



PROD MBA

Prod MBA
Product MBA Certificate



Scrum Alliance
Advanced Certified Scrum Product Owner



Scrum Alliance
Certified Scrum Master

SKILLS

Fluent in Product Strategy • Product Management • Leadership • Agile • Scrum • Kanban • JIRA • Confluence • Miro • PHP • Java • C# • Google Analytics • Figma • Adobe Suite • English • Malay • Indonesian • Spanish • Arabic

Hire Me Today!