

# Muhammad Tegar Al Firdausy

Senior Product Manager | Digital Products & Platforms | Ex-IoT Engineer

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## Core Expertise

### Product Strategy & Execution

Product Strategy, Roadmapping, Prioritization, Product Discovery, End-to-End Delivery

### Technical Product Management

System Architecture, System Integration, Platform & Data Flows, Technical Requirements

### Product Leadership

Stakeholder Management, Cross-functional Leadership, Mentoring

### AI-Assisted Product Development

AI-assisted Research, Rapid Prototyping, Vibe Coding

### Focus Areas

Consumer & Mobile Products, Web & Platform Products, B2B & Partner Platforms, Internal Operations Tools, E-commerce & Omnichannel, Product Catalog & Discovery, Loyalty, CRM & Payments, Marketplace & Learning Platforms, System Integrations, Data & Analytics, IoT & Connected Products

## Tools & Technologies

### Product & Collaboration

Jira, Confluence, Figma, Miro, Notion, Whimsical

### Analytics & Data

GA4, Microsoft Clarity, Mixpanel, Amplitude, Metabase, Tableau, Hotjar

### Commerce & Digital Platforms

UNBXD, Salesforce, Firebase, Magento, Netcore

### APIs & Integration

Postman, REST APIs, JSON, SFTP, Kafka

### Data & Development

SQL, Git, Bitbucket, VS Code

### IoT & Engineering

MQTT, LoRaWAN, BLE, Node-RED, Raspberry Pi, Arduino, ESP32, ChirpStack, ThingsBoard, Grafana

### AI Tools

ChatGPT, Codex, Gemini, Google Stitch

## Languages

### Bahasa Indonesia

Native

### English

TOEFL ITP: 530 & EF SET C2-72 Proficient

## Education

| <u>Telkom University</u>                              | <u>Telkom University</u>                                          |
|-------------------------------------------------------|-------------------------------------------------------------------|
| B.E. in Telecommunication Engineering • 3.35/4.00 GPA | Master's in Management • 3.71/4.00 GPA (Completed all coursework) |
| Networking, Cybernetics, and Engineering Management   | Digital Business and Marketing                                    |
| 2016 – 2020                                           | 2021 – 2024                                                       |

## Selected Certifications

### Google Analytics Masterclass

2023

OMSETGO

### Product Management Bootcamp

2022

Binar Academy & Apiary Academy

### LoRaWAN & The Things Stack

### Fundamentals Certification

2021

The Things Network

### Fullstack Web Development - HTML, CSS, Javascript, AdonisJS, NuxtJS (2021)

2021

Dusun Web & Badan Nasional

Standardisasi Profesi (BNSP)

## Activities & Volunteering

### HSI Abdullah Roy

2022 – 2023

### Managed digital product initiatives

(Learning Management Service website) and content delivery platform for Islamic education.

### Mobile Communication Lab, Telkom University

2019 – 2020

Coordinated student projects in IoT prototyping and system integration to support Telkom University research and development effort.

## Last Updated

Aug 2026

## Summary

Senior Product Manager with **5+ years of experience** building and scaling digital products across **e-commerce, B2B, automotive, EdTech, and IoT**. Former IoT engineer with a **strong technical foundation**, experienced in leading products at the intersection of **customer experience, business operations, and complex backend systems**. Hands-on across **mobile apps, web platforms, internal tools, and system integrations**, with experience navigating cross-functional teams and multi-stakeholder environments.

## Professional Experience

|                                                        |                         |
|--------------------------------------------------------|-------------------------|
| <b>PT Erajaya Swasembada, Tbk</b>                      | South Jakarta Indonesia |
| Senior Product Manager (Senior Assistant Manager - 3C) | April 2026 – Present    |
| Senior Product Manager (Assistant Manager - 3B)        | April 2023 – April 2026 |

*Erajaya is one of Indonesia's largest retail and distribution groups, operating consumer businesses across technology, lifestyle, fashion, and other retail verticals.*

- Lead product development across the **JD Sports Indonesia digital ecosystem**, spanning iOS & Android apps, web e-commerce, internal platforms, omnichannel capabilities, and integrations with search, loyalty, analytics, marketing, and enterprise systems.

- Launched the **JD Sports Indonesia mobile app** from MVP to production, reaching **200K+ downloads within its first six months and 500K+ cumulative downloads across iOS and Android**, while maintaining a **4.8★ rating on both the App Store and Google Play** and establishing the app as a significant digital sales channel.

- Led the migration of **60K+ product records from legacy Magento catalog infrastructure to Erajaya's centralized catalog platform**, coordinating product mapping, API and frontend/backend dependencies, search indexing, system integrations, and production cutover with minimal disruption.

- Delivered product initiatives across **product discovery, loyalty, checkout & payments, store availability, Click & Collect, personalization, customer analytics, and post-purchase experience**, working across local business teams, regional stakeholders, engineers, designers, operations, and external technology partners.

- Previously led the **B2B Dealer Portal**, a high-value commerce platform serving thousands of retail partners across Indonesia, improving User Satisfaction Index from **3.2 to 3.6** while supporting **IDR 10B+ GMV**.

- Improved internal product and merchandising operations through CMS and workflow enhancements, reducing operational effort for catalog, content, and campaign management by **~50%**.

- Mentor 3 junior Product Managers** and support product planning, requirement definition, stakeholder alignment, and delivery across multiple initiatives.

**Product Types Managed:** Mobile Apps (iOS & Android), Web E-commerce, Internal Platforms, CMS, B2B Commerce Platform, Omnichannel Products, Third-party Integrations

**Industry Exposure:** B2C E-commerce, Retail, Fashion & Lifestyle, Loyalty, B2B Commerce

|                                           |                                |
|-------------------------------------------|--------------------------------|
| <b>Moladin</b>                            | South Jakarta, Indonesia       |
| Associate Product Manager – Core Platform | September 2022 – February 2023 |

*Moladin is an automotive technology platform supporting used-car transactions, dealer operations, and financing across Indonesia.*

- Owned product development for **field operations and internal platforms** within the Wholesale business, covering user onboarding, access management, vehicle inspection workflows, transaction operations, and fraud prevention.

- Led delivery across engineers, QA, design, and product analytics, translating operational problems and business requirements into scalable product workflows.

- Shipped improvements to onboarding, inspection, and internal operations that reduced operational SLA by up to **75%**, alongside fraud mitigation initiatives that contributed to fewer fraud-related cases.

**Product Types Managed:** Android Mobile App, Internal Operations Platform, Back-office CMS

**Industry Exposure:** Automotive Marketplace, B2B Wholesale, Operational Technology, Fintech Operations

|                                  |                         |
|----------------------------------|-------------------------|
| <b>goKampus (now Learnext)</b>   | West Jakarta, Indonesia |
| Senior Associate Product Manager | Jan 2022 – Sep 2022     |

*goKampus (now Learnext) is a B2C EdTech platform offering online learning, university services, and digital content through mobile and web products.*

- Led product development for **internal operations and partner-facing platforms**, including LMS and content management workflows supporting online course delivery.

- Redesigned operational workflows and supporting tools, reducing SLA for content and LMS publishing processes by up to **75%**.

- Collaborated with Growth and CRM teams on referral, loyalty, notification, and acquisition initiatives across the consumer platform, contributing to significant user growth during tenure.

**Product Types Managed:** Mobile Apps (iOS & Android), Web Platform, Internal CMS, Partner Portal, Learning Management System

**Industry Exposure:** B2C EdTech, Digital Content, Marketplace, Partner Platform

|                                    |                       |
|------------------------------------|-----------------------|
| <b>PT Gamatechno Indonesia</b>     | Yogyakarta, Indonesia |
| Product Owner & IoT System Analyst | Jun 2021 – Jan 2022   |

*Gamatechno is a B2B/B2G digital solutions company under Gadjah Mada University (UGM), providing technology for smart city, utilities, education, and enterprise clients.*

- Led product development for **smart water metering and IoT solutions**, translating business and operational requirements into system architecture, product flows, functional specifications, and implementation plans.

- Worked across IoT devices, connectivity, backend platforms, dashboards, billing integrations, and customer-facing applications, collaborating with hardware, backend, frontend, mobile, and UI/UX teams.

- Developed IoT prototypes and solution concepts for utilities, smart-city, and enterprise use cases using technologies including **LoRaWAN, BLE, MQTT, Raspberry Pi, and embedded systems**.

**Product Types Managed:** IoT Devices, SaaS Platform, Web Dashboard, Mobile App, System Middleware

**Industry Exposure:** Utilities, Smart City, B2B Technology, GovTech, IoT

## Internship & Research Projects

|                                     |                           |
|-------------------------------------|---------------------------|
| <b>RC AdCNeT, Telkom University</b> | Bandung, Indonesia        |
| IoT Research Project Manager        | October 2020 - March 2021 |

- Led an LPDP-funded smart agriculture research project developing a **LoRaWAN-based soil monitoring system** integrating NPK, pH, and moisture sensors with an Android application.

- Managed a small cross-functional research team across IoT hardware and software development, covering prototyping, system integration, testing, and MVP delivery.

**Product Types Managed:** IoT & Sensor Hardware, IoT Middleware, Android App

**Industry Exposure:** Smart Agriculture, IoT, Research & Academia, GovTech

|                                 |                     |
|---------------------------------|---------------------|
| <b>PT Telkom Indonesia</b>      | Bandung, Indonesia  |
| IoT Platform Development Intern | Jan 2020 – Dec 2020 |

- Supported the development and operation of **ANTARES and LoRa.id**, Telkom's IoT platform initiatives for enterprise and government use cases.

- Contributed to LoRaWAN infrastructure and device initiatives through hardware prototyping, device onboarding, RF and field testing, backend integration, technical documentation, and developer tutorials.

- Supported national-scale LoRaWAN deployment activities and enterprise IoT proof-of-concepts across connectivity, devices, and platform integration.

**Product Types Managed:** IoT Platform & Middleware, IoT Hardware, RF Systems

**Industry Exposure:** Telecommunications, IoT, Digital Infrastructure, B2B Technology