

Muhammad Imaduddin Waulat

Lead Product Manager | WhatsApp Business API Specialist
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PROFESSIONAL SUMMARY

Lead Product Manager with 8+ years of experience scaling SaaS platforms and omnichannel messaging solutions across Southeast Asia. Initiated and led Sprint Asia's transition to become a certified Meta BSP — growing from 10 to 80+ WhatsApp Business API clients within 38 months. Track record of bridging C-suite strategy with hands-on execution across product, engineering, and QA teams. Currently open to Product Manager, Pre-Sales, Business Development, and Customer Success roles — remote-first, across Indonesia, ASEAN, Australia & New Zealand.

WORK EXPERIENCE

Sprint Asia Technology | Jakarta, Indonesia | Nov 2021 – Present

Lead Product Manager | Dec 2024 – Present

- Lead product strategy across 4 SaaS platforms with a team of 4 PMs — shipping enterprise solutions for 200+ active clients.
- Owned full lifecycle of Live Agent and Chatbot Builder products — from roadmap to release.
- Managed loyalty platform supporting digital voucher configuration and automated campaign execution.
- Act as strategic product partner to CBO and CEO — delivering PRDs, milestone tracking, and business alignment reviews.
- Orchestrated cross-functional collaboration across Engineering, QA, and Project Management using Agile/Scrum.

Senior Business Planning Analyst | Apr 2022 – Dec 2024

- Initiated and led Sprint Asia's transition to become a direct Meta BSP — researching requirements, designing integration flows, and growing from 10 to 80+ clients over 38 months.
- Delivered 3 major WABA implementations: Embedded Signup (2023), WABA Catalog (2024), and Conversion API (2025).
- Produced competitive analysis and feasibility studies that directly informed executive product decisions.
- Collaborated with product teams to align research insights with product capabilities and competitive positioning.

Business Development Officer | Nov 2021 – Apr 2022

- Managed corporate client portfolio and translated business requirements into technical specs — bridging clients, PMs, and engineering.

Artsys Integrasi Solusindo | Ciputat, Indonesia | Feb 2018 – Oct 2021

Odoo Functional Consultant | Feb 2018 – Oct 2021

- Delivered 8+ Odoo ERP implementations across retail, manufacturing, and services — including HRMS, POS, and WooCommerce integrations.
- Owned full project lifecycle from requirements gathering and BRD drafting to client presentation and go-live.
- Key clients: Ethnicraft Indonesia, PT. Laysander Technology, Sahabat Agro Group.

SKILLS

Product: Product Roadmapping, PRD Development, OKRs, Agile/Scrum, Sprint Planning, User Story Mapping

Customer Success: Client Onboarding, Stakeholder Management, Client Retention, Executive Comms, Cross-functional Liaison

Technical: WhatsApp Business API, Prompt Engineering, LLM Integration, Odoo ERP

Tools: Jira, Notion, Figma, Confluence, Monday.com, Google Workspace

Domain: SaaS, B2B, Omnichannel, Chatbot, Messaging Platforms, ASEAN Markets, Market Research, Competitive Analysis, Business Solution

EDUCATION

Universitas Gunadarma | 2011 – 2015

Bachelor's Degree, Computer Engineering | GPA: 3.21 / 4.00

CERTIFICATIONS

Meta Business Marketing Strategy — Meta Blueprint | Certificate No. CF01315207

LANGUAGES

Indonesian — Native | English — Professional Working Proficiency