

Romualdus Sumbogo Probodi Abiyoga

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ABOUT ME

Product Manager with 4+ years of experience delivering high-impact B2B enterprise software. Proven track record of spearheading legacy system transformations, conducting data-driven discovery to strategize roadmaps, and implementing structured frameworks to optimize engineering workflows and stakeholder alignment.

WORK EXPERIENCE

Bluebird Group – Associate Product Manager (Contract) - Jun 2023 – Apr 2026 | Jakarta

- Spearheaded the transformation of a 50-year legacy paper-based fleet operation into a unified 3-platform system (Web, Driver, and Passenger Apps) for 20 enterprise clients, maintaining 100% dispatch continuity. Conducted data-driven discovery by analyzing 27,693+ records to identify a 63.8% trip overrun pattern, strategically pivoting the V1.1 roadmap from EV integration to Auto-Recall features, projecting an increase of 1.66 daily trips per vehicle.
- Automated eBilling for 4,000+ enterprise clients by integrating SAP ERP and digital stamp (e-meterai) systems, consolidating multi-source billing into a unified searchable platform. Accelerated adoption to an 80% read-and-paid rate within 1–2 months, reflecting enhanced digital trust and system efficiency compared to the initial 3-month maturation cycle.

Flik – Associate Product Manager - Oct 2022 – May 2023 | Jakarta

- Designed and launched the Cash on Delivery (COD) payment feature, enabling Flik to capture 20% of the e-commerce market segment and increasing conversion rates for high-value transactions by 15%.
- Led the transition to outcome-driven product development, implementing OKR-based planning and prioritization frameworks that improved team focus on high-impact initiatives and reduced low-priority feature requests by 30%.

Kompas Gramedia – Associate Product Manager (Contract) - Dec 2021 – Nov 2022 | Jakarta

- Spearheaded the launch of the "verify later" feature, reducing friction in the MyValue member sign-up process and driving a 20% increase in new member registrations.
- Redesigned the customer support system by training cross-functional teams and optimizing support modules, reducing average issue resolution time by 25%.

EDUCATION

Atma Jaya Yogyakarta University – Bachelor of Information Systems | 2016 – 2020 (GPA: 3.30/4.00)

SKILLS

- **Product Management:** Roadmapping, Stakeholder Management, Agile/Scrum, Data-Driven Decision-Making, Prioritization Frameworks, Requirements Gathering, User Research, Product Strategy
- **Tools & Analytics:** Jira, ClickUp, Figma, Metabase, Google Analytics, Excel, AI IDE, Power Automate
- **Domain Expertise:** B2B Enterprise Software, E-commerce, SaaS, Fintech/Payment Systems,

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