Bintang Cato Jeremia L Tobing

Experienced Project Manager & Product Owner | Agile Expert |
Driving Product Innovation & Operational Excellence

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Short Summary

Dynamic Project Manager and Product Owner with over 8 years of experience delivering innovative solutions and driving business growth. Skilled in Agile methodologies, ERP development, API integration, and cross-functional team leadership. Adept at stakeholder communication, risk management, and transforming complex ideas into actionable strategies. Proven success in optimizing operations, enhancing user experiences, and delivering measurable outcomes for MSMEs and global enterprises.

Employment History

Location, and positions	Period	Job Descriptions
Parla Consultancy, Sdn, Bhd, Kuala Lumpur Project Manager	June 2024 - Current	• Led execution of marketing and sales activities aligned with workflows to ensure consistency. • Built data-driven campaigns, converting potential customers into leads effectively. • Maintained CRM and Member area systems, collaborating with the Syntellicore team in Cyprus. • Developed web applications to enhance internal and customer-facing operations. • Oversaw server operations, ensuring consistent performance.

Location, and positions	Period	Job Descriptions
		- Analyzed survey data to drive actionable improvements. - Planned and executed email marketing campaigns for optimized engagement and outcomes. - Designed and implemented marketing strategies that increased lead conversion rates. - Developed and maintained CRM systems, enhancing customer retention. - Managed server performance, ensuring 99.9% uptime for operational reliability.
PT Dinamik Mobile (iPay88), Jakarta Software engineer	June - November 2024	- Deliver quality technical output throughout the whole project life cycle. - Accountable for web-based application development and system enhancement. - Detailed user and technical requirements analysis translates them into technical - design and solutions. - Maintain and optimize the site function, escalating issues on time. - Reporting to the Head of IT System Development.
PT Boxity Central Indonesia, Jakarta Product Owner	March 2021 - November 2023	- Shaped business strategy to optimize profitability and evaluated section heads to increase KPI adherence. - Partnered with the CTO to monitor developer performance and project progress. - Communicated vision and goals to all employees, fostering organizational alignment. - Explored partnerships with like-minded companies to bolster business growth. - Represented the company in community affairs and liaised with policymakers to strengthen relations. - Built strategic relationships with fellow CEOs to enhance company reputation and leadership. - Led the development of an ERP platform, increasing core features from 3 to 7. - Managed strategic partnerships and strengthened relationships with policymakers. - Oversaw big data integration for financial reporting systems used by over 500 MSMEs.

Location, and positions	Period	Job Descriptions
PT Virtual Online Exchange, Jakarta Front-end Developer (Remote)	April 2021 - October 2022	- Developed and optimized web applications, aligning with quality and completion standards. - Collaborated with the development team in project scoping, ensuring design compatibility. - Conducted testing to ensure feature readiness and resolved software bugs. - Worked with IT leadership to manage code according to sourcing control strategies. - Managed and developed a payment portal that streamlined financial transactions, ensuring data accuracy and operational efficiency.
PT Benua Solusi Teknologi, Jakarta Full Stack Web Developer & Project Manager	September 2018 - October 2023	- Managed client projects end-to-end, ensuring smooth operation of web applications and mail servers. - Implemented security measures, maintaining server integrity and handling system vulnerabilities. - Innovated to streamline office operations and consulted with clients on website/server development. - Delivered web-based applications for general insurance data processing. - Implemented CARE Tech systems for improved data accessibility and efficiency. - Spearheaded end-to-end development of warehouse and financial tracking apps.
Additional Role at PT Boxity Central Indonesia Project Manager & Mobile App Developer (Side Role)	March 2019 – April 2023	In addition to my primary role at **PT Boxity Central Indonesia**, I took on a **side responsibility** as **Project Manager** and **Mobile App Developer** to lead and support the development of our ERP mobile applications. This role emerged due to the company's limited resources in mobile development at the time, requiring me to balance strategic oversight and technical execution. **Key Contributions and Achievements:** - Led the **development of mobile applications** as an extension of our ERP web platform, enabling greater operational flexibility for users. **Designed and implemented API integration** between mobile apps and backend systems, ensuring seamless connectivity and efficient data flow.

Location, and positions	Period	Job Descriptions

		- Built mobile applications using **React Native**, leveraging its cross-platform capabilities to deliver cost-effective solutions.
		 - Utilized **GitHub** for code collaboration and version control, fostering effective teamwork and streamlined workflows.
		 - Conducted **User Acceptance Testing (UAT)** and established staging environments to perform penetration testing and ensure high standards of **QA/QC**.
		 - Delivered four specialized mobile applications tailored to operational needs:
		   1. **Warehouse Tracking Management System**: Simplified inventory tracking and warehouse management.
		   2. **Inter-Warehouse Transaction System**: Facilitated smooth transactions among warehouses, suppliers, and buyers.
		   3. **Employee Attendance Monitoring App**: Enabled real-time tracking of employee attendance for improved workforce management.
		   4. **Live Financial Reporting App**: Provided accurate and real-time financial insights for informed decision-making.
		
		 Transition to Web Focus:
		 As the company pivoted towards expanding its **web application market share**, we phased out mobile app development. However, I continued to manage the **maintenance and stability** of existing mobile applications while ensuring their alignment with the company's broader operational goals.
		 This side role strengthened my expertise in **mobile app development**, enhanced my **leadership and project management skills**, and provided me with valuable experience in navigating technical and operational challenges within a resource-limited environment.

Location, and positions	Period	Job Descriptions
Digital Envision Pty. Ltd, **Sydney, Australia** Web Developer (Remote)	November 2020 - February 2021	- Developed front-end and back-end applications, integrating databases and servers for websites and mobile apps. - Created applications using Objective C/Swift, Java, React Native, Flutter, Node.js, React.js, WordPress, and Laravel. - Maintained codebase, troubleshooting bugs, and optimizing application performance.

Success Project

Year	Description	Quantifiable Impact
2024	**Petty Cash Management App** Developed a streamlined petty cash reporting application to enhance financial tracking and accountability for small businesses.	Reduced processing time by 18%
2024	**Vehicle Maintenance Analytics** Built a user-friendly tool for analyzing fuel consumption, oil usage, and service patterns, empowering vehicle owners to make informed maintenance decisions.	Empowered vehicle owners to make informed decisions, potentially leading to improved fuel efficiency by 6,5%
2023	**Re-design the UI and the website of Keemasan at Keemasan ID (PT Kebun Emas Nusantara)** Revitalized the Keemasan website with a modern, user-friendly redesign. Enhanced the user experience for a seamless online presence.	- Increased website traffic by 36% from previous years. - Increased speed of the website by 64,3% from the previously designed website.
2023	**Help a big improvement in the OctansIDN Finance App at OctansIDN** Enabled significant improvements in the OctansIDN Finance App through strategic leadership and development expertise. Optimized for user adoption and growth.	- Increased user adoption by 7% - Adding effective features to the application from 3 to 6 features
2022	**CARE Tech Implementation** Enhanced insurance data processing systems, enabling real-time access for stakeholders.	
2022	**Managed and Developed a pay portal for Duithape at**	Reduced payment processing

Year	Description	Quantifiable Impact
	Duithape Developed and managed Duithape's pay portal solution. Optimized payment processes for a streamlined user experience.	time by 12,5% - 15%
2022	**Developing from zero to something at Boxity at PT Boxity Central Indonesia** Spearheaded the development of Boxity's ERP platform, enhancing core functionalities from 4 to 7 modules; implemented advanced features like stock management and financial reporting that streamlined operations for over 500 businesses.	Increased the number of core features from 3 to 7, including crucial functionalities like stock management and financial reporting.
2021	**Make a great app for water chemicals at the Australian Government with CRC Care collaborators with Digital Envision Pty, LTE at CRCCare** Developed a powerful water chemical management app for the Australian Government in collaboration with CRC Care and Digital Envision Pty Ltd. Designed to ensure safety and sustainability in water resources.	
2021	**Make a better app for internal solutions, and redesign the website of BTSA at PT Berlian Tangguh Sejahtera** Optimized BTSA operations with an enhanced internal app and a redesigned website. Focused on user-centric solutions for greater efficiency.	

Success Story on Clients that I've Ever Handled

My passion for web development has driven me to deliver exceptional client results. By leveraging my expertise in project management and understanding their unique needs, I have helped them achieve significant success through custom web applications.

Year	Case Study
2021	**CV Euro UPVC** CV Euro UPVC, a leading UPVC window and door manufacturer, sought to boost its online presence and sales. I collaborated with their team to develop a user-friendly e-commerce platform and landing page, tailored to their target audience. By optimizing the user experience and implementing effective marketing strategies, we drove significant growth in online sales. **From 2021 to 2022, CV Euro UPVC**

	achieved a remarkable Rp 1,547,323,65 in online revenue, with a substantial increase in customer reach through telephone inquiries.
2022	**CV Putra Karya Logam Sukses** CV Putra Karya Logam Sukses, a metalworking company, faced challenges in streamlining its operations and maximizing efficiency. I partnered with them to design and implement a comprehensive e-commerce and warehouse management application. This solution integrated various aspects of their business, including inventory tracking, order fulfillment, and customer management. **As a result, CV Putra Karya Logam Sukses achieved a 45.7% increase** in operational efficiency within their warehouse, minimized data errors, and expanded their sales reach to new regions across Indonesia. **This led to a significant increase in their annual profit, reaching Rp 4.972.279.597,56 in the 2023 financial year.**
2024	**PT DHK Manufacturing** PT DHK Manufacturing, a prominent manufacturing company, required a robust system to optimize its warehouse and production processes. I worked closely with their team to develop a customized application that streamlined inventory management, production scheduling, and material tracking. **This solution resulted in a 35.4% increase in the efficiency of their goods-receiving process from 2023 to 2024, empowering them to meet production targets with greater accuracy and efficiency.**

Exhibitions and Speaking

Year	Place, and Descriptions
2023	**Tech in Asia at Boxity Central Indonesia Jakarta** Indonesia This event lasted two days, from 18 to 19 October, at the Ritz-Carlton Jakarta Pacific Palace. This conference presents speakers and participants from various backgrounds and cities, with extraordinary potential. This event is held annually to update the assessment of the startup ecosystem in various countries, cities, and regions. This assessment can help identify potential that has good prospects in the future. In addition, for those who want to open a new business in the digital field, this event provides insights and data publicly available on the internet. Participating in this conference was a valuable experience for us. We had the opportunity to meet great people and learn about the latest trends in the startup industry. This experience will help us develop Boxity and achieve our goals.
2023-2024	**HACK4ID at 1000Startup** This event will last for two days, This event was attended by around 80 participants who came from various backgrounds, ranging from students, and fresh graduates,

Year	Place, and Descriptions
	to professionals who wanted to start or develop their startups. I hope the participants can utilize the knowledge and experience gained from this event to develop their startups. In addition to this event, I have also been honored to serve as a speaker at Universitas Wilmar Bisnis Indonesia, Universitas Prima Indonesia, Universitas ST Bhineka, and Sekolah Tinggi IT DEL.

Certifications

Year	Descriptions
2024	**Google** Google Project Management: Professional Credential ID No. 3VULLFKJCR9Q
2024	**ASEAN Data Science Explorers 2024 - SAP Analytics Cloud and SAP Build Apps Online Training Session** ASEAN Foundation Credential ID No. 074/SERT/24-DSI-04/IV/2024
2022	**Cyber Security from habiskerja.com** 02415/MB/CS/2022
2019	**Front-end web development quantum degree** Next academy – Kuala Lumpur, Malaysia 8-b607091d-72c1-4a40-ad96-74187180d53d

Education History

SMK Negeri 1 Percut Sei Tuan
Rekayasa Perangkat Lunak

Skill and Area of Expertise

Hard Skill	Soft Skill	Language
HTML, CSS, JavaScript, PHP, SQL	Initiative	Indonesian
Laravel, Node.js, Vue.js, React.js, Flutter	Fast adaption	English
Git, GitHub	Critical Thinking	
MySQL, SQL Server	Solving problem	

Hard Skill	Soft Skill	Language
WordPress, Objective C/Swift, Framer, Wix	Good Communication	
Figma, Photoshop	Organized Person	
Agile Methodology, Risk Management, Budgeting and Procurement	Project scoping and planning	
SAP Analytics Cloud, Cybersecurity Fundamentals	Risk management	
React Native, Java, Kotlin, iOS (Swift/Objective C)	Process Improvement	
Server Administration, API Integration, ERP System Development	Proficient in work management	
	Effective stakeholder communication	
	Budgeting and procurement	
	Agile project management	

Awards & Achievement

Bringing product ideas that I developed as Product Owner at PT Boxity Central Indonesia in the nomination qualifications:

1. Nominated in the top 20 in the Founder+ incubator program.
2. Top 5 nominations at Indigo Clinic Startup from Telkom
3. Selected in the top 250 global startups in the Slingshot 2022 program – deep tech startup pitching – Singapore.
4. Top 100 Global Startups in the Huawei Spark Ignite 2022 Program - Global Startup Competition, organized by Huawei.
5. Selected as one of the Top 32 potential startups in the incubation program Hatch! Gerakan 1000 Startup Digital Nasional Kemenkominfo.
6. Qualified to participate in Entrepreneur Development 2023 dari Kementerian Koperasi dan Usaha Kecil dan Menengah
7. Pemenang juara 2 di acara Startup Exhibition Medan 2023

References

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