

Sabri Maslan

Head, IT Engineering & Digital Innovation

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PROFILE

Experienced technology leader with 15+ years driving digital transformation, enterprise architecture and technology innovation in highly regulated industries. Proven success in leading cross-functional engineering teams across mobile, web and backend domains to deliver scalable, secure and customer-centric platforms. Demonstrated ability to collaborate with business leaders on product roadmaps, establish customer-centric metrics and drive region-wide engineering excellence. Passionate about mentoring talent and fostering a high-performance culture aligned with strategic business goals.

COMPETENCIES

- Cross-Functional Engineering Leadership (Mobile, Web, Backend)
- Scalable System Architecture & Cloud Infrastructure
- Digital Operations & Customer Experience Strategy
- Product Roadmap Collaboration & Customer-Centric Metrics
- Engineering Strategy & Excellence Standards
- Talent Development & Retention
- Agile Delivery & Experiment Design
- Vendor & Stakeholder Management

EXPERIENCE

Head, Engineering

TIME dotCom Berhad

Glenmarie, May 2024 – Sep 2025

As the Head of Engineering

- Lead architecture and delivery of end-to-end business support system (BSS) platforms (order management, billing, CRM) to support new product launches and digital scalability.
- Directed digital transformation initiatives including mobile apps, kiosks, dealer apps and acquisition bots, increasing customer acquisition by 30%.
- Built and led agile, cross-functional teams, driving a 25% improvement in sprint velocity and reducing delivery lead times.
- Implemented a digital payment gateway and eKYC solutions compliant with financial authentication standards to streamline customer onboarding.
- Spearheaded IT Asset Management (ITAM) strategy for applications and infrastructure, reducing operational costs by double digits.

As the Head of IT (Interim) — Due to departure of Chief IT Officer

- Defined target digital architecture for modern, legacy-independent customer platforms aligned with digital transformation goals.
- Led customer 360° data unification driving analytics-driven personalization and revenue protection across platforms.
- Championed agile portfolio delivery to maintain mission-critical project milestones despite resource constraints.
- Balanced innovation speed with regulatory compliance between Group IT and Retail IT functions.

Key Achievements

- Rolled out a compliance-first middleware solution ensuring audit trails for all transactions, meeting regulatory requirements.
- Launched customer self-care applications and kiosks, reducing onboarding time by 40%.
- Delivered WhatsApp bots for acquisition and customer engagement, significantly improving sign-up velocity.

EXPERIENCE (CONT.)

Head of Platform Development (B2C) / UX Technical Lead

CelcomDigi Berhad / Celcom Axiata Berhad

Petaling Jaya, Jun 2018 – Apr 2024

- Led multidisciplinary product development teams integrating UI/UX design, data analytics, frontend and backend solutions across consumer mobile and web platforms.
- Principal architect and maintainer of the Celcom Design System, driving reusable components and accessible digital design standards.
- Ensured high-quality delivery through continuous collaboration with partner development teams and adherence to agile methodologies.
- Facilitated cloud platform migration and incremental scalability in alignment with organizational digital strategies.

Key Achievements

- Spearheaded integration of the Design System across major platforms, establishing a unified, scalable, reusable component framework that served as the foundational framework post-merger which significantly reducing development effort and accelerating time-to-market.
 - Innovated and deployed a web-based onboarding solution integrated with HR systems, transforming and streamlining onboarding processes to enhance operational efficiency and user experience.
 - Fostered a live documentation culture, enhancing collaboration and boosting organizational knowledge sharing across teams and departments.
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Team Lead / Specialist / Engineer

DXC Technology / Hewlett Packard Enterprise / HP Inc.

Cyberjaya, Dec 2012 – May 2018

- Managed global UI/UX teams delivering web and mobile solutions for business process outsourcing (BPO) clients in Asia, Europe and the Americas.
 - Oversaw business continuity and support during corporate separation efforts, ensuring uninterrupted service delivery.
 - Developed user-centric design solutions in collaboration with backend teams using Java and .NET technologies.
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Developer / Consultant

Masbih Technologies Sdn. Bhd. / Flexter Technology

Kuala Lumpur, 2007 – Nov 2012

- Delivered customized and scalable web applications for government and corporate clients including Tabung Haji, MARA and HUKM.
 - Provided client training on CMS tools and proprietary instant web builder platforms to enhance client self-sufficiency.
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EDUCATION

Mechatronic Engineering

DaimlerChrysler (M) Training Centre

Shah Alam, 2003 – 2005

Faculty of Civil Engineering

Universiti Teknologi MARA

Shah Alam, 1999 - 2002

Sijil Pelajaran Malaysia

Sekolah Menengah Teknik Setapak

Kuala Lumpur, 1998

REFERENCE

References available upon request