

# Sabri Maslan

Head, Digital Engineering & Innovation

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## PROFILE

Experienced IT leader with 15+ years driving digital transformation, enterprise architecture, and technology innovation in highly regulated industries. Skilled in leading secure and scalable digital platforms including telco BSS, middleware, payment gateways, and digital identity systems. Proven ability to develop digital innovation strategies, architect mission-critical systems, and lead agile, cross-functional teams to deliver compliant, customer-centric solutions aligned with national digital economy goals.

## COMPETENCIES

- Digital Innovation Strategy & Technology Roadmaps
- Enterprise Architecture & Scalable System Design
- Secure-by-Design Software Development & DevOps (CI/CD, Automation, Containers)
- Cloud Infrastructure Migration & Management
- Middleware, API Management & BSS Platforms
- eKYC, Digital Identity & Customer Data Unification
- Agile Delivery & Cross-Functional Team Leadership
- Vendor & Stakeholder Management
- Customer-Centric Application & Platform Development

## EXPERIENCE

Head, Engineering

**TIME dotCom Berhad**

Glenmarie, May 2024 – Present

As the Head of Engineering

- Lead architecture and delivery of end-to-end Business Support System (BSS) platforms (billing, CRM, order management) to support new product launches and digital scalability.
- Directed digital transformation initiatives including mobile apps, kiosks, dealer apps, and WhatsApp acquisition bots, increasing customer acquisition by 30%.
- Built and led agile, cross-functional teams (Project Management, Development, DevOps, UI/UX and Quality Assurance), 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.

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 national 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.)

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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, AI, 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 during the 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 Development platforms to enhance client self-sufficiency.

## EDUCATION

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Mechatronic Engineering

**DaimlerChrysler (M) Training Centre**

Shah Alam, 2003 – 2005

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Faculty of Civil Engineering

**Universiti Teknologi MARA**

Shah Alam, 1999 - 2002

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Sijil Pelajaran Malaysia

**Sekolah Menengah Teknik Setapak**

Kuala Lumpur, 1998

## REFERENCE

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References available upon request