



Muhammad Ilham

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Product Manager | B2B SaaS & IoT | Workflow Automation & Real-Time Systems

Professional Summary

Product Manager and Founder with hands-on experience building and scaling B2B SaaS, automation platforms, and IoT-based systems across logistics, education, and enterprise operations. Experienced in owning the full product lifecycle from problem discovery and validation to launch and post-release optimization.

Strong background in technical execution combined with business-driven decision making. Proven ability to translate complex systems into scalable products that improve operational efficiency, user adoption, and measurable business outcomes.

Professional Experience

CEO and Founder

Zelerio Software House

South Jakarta, Indonesia | Nov 2024 to Present

Founded and led a product-focused software studio delivering B2B SaaS, workflow automation, and IoT solutions for enterprise and SME clients across Indonesia.

Key Products and Impact

ManasikHub and ManasikAdmin. B2B SaaS Platform

- Designed and launched a white-label SaaS platform for Hajj and Umrah agencies
- Automated end-to-end operations including data entry, payment tracking, and pilgrim management
- Architected a multi-tenant system with agency-level dashboards and branding customization
- Implemented real-time reporting for branch performance monitoring
- Result: Reduced manual workload by 70 percent and improved operational visibility across more than 30 branches

BusyHour.id. AI Chatbot and Workflow Automation

- Built an AI-powered chat automation platform integrating WhatsApp API, CRM, and analytics
- Defined roadmap for automated lead handling, follow-up workflows, and cross-platform messaging
- Scaled product adoption to over 50 business clients across education, hospitality, and logistics
- Result: Improved response time by 60 percent and increased client retention through better engagement tracking

Smart Dispenser. IoT-Based Ordering System

- Led development of an IoT ordering platform connected to Alibaba Cloud
- Designed secure API communication between smart machines and mobile applications
- Implemented QR-based order validation with real-time transaction monitoring
- Ensured secure one-directional device control to prevent unauthorized input

Muslim Smartwatch Application

- Directed development of a smartwatch application for Muslim lifestyle use cases
- Delivered features including prayer notifications, qibla direction, and schedule synchronization
- Optimized GPS-based qibla accuracy and time zone data synchronization
- Collaborated with embedded engineers to ensure smooth hardware and software integration

Client SaaS Deliverables

- Delivered custom CRM, LMS, and WhatsApp automation systems for enterprise clients
- Designed data pipelines, permission systems, and dashboards for sales and learning operations
- Focused on scalability, real-time data visualization, and user-centered UX

Overall Impact

- Built Zelerio into a full-cycle product studio delivering scalable SaaS and automation solutions
- Bridged business needs with technical feasibility to reduce wasted development effort

Technology Lead

PT Bisa Ruang Nuswantara (BIRU)

South Jakarta, Indonesia | Jan 2025 to Aug 2025

- Led technical strategy across CRM, VR and AR systems, simulators, and backend services
- Coordinated cross-functional teams to deliver immersive training products and internal platforms
- Defined technical standards and optimized system architecture

- Ensured alignment between product vision, engineering execution, and business goals

VR Tech Officer

PT Bisa Ruang Nuswantara (BIRU)

Hybrid | Jul 2024 to May 2025

- Developed and deployed VR-based enterprise training applications
- Conducted product testing, optimization, and quality assurance
- Researched and evaluated VR hardware ecosystems including Oculus and HTC Vive

Augmented Reality Producer

Skolla EdTech

South Jakarta, Indonesia | Dec 2021 to Dec 2024

- Produced augmented reality learning experiences integrated into the Skolla education platform
- Managed asset production pipelines and immersive content roadmap
- Collaborated with product, design, and engineering teams to meet quality and learning objectives

Skills

Product Management

Product lifecycle management, user discovery, backlog prioritization, OKRs, Agile delivery

Technical Leadership

SaaS architecture, API integration, system design, automation strategy

B2B SaaS and Cloud

Multi-tenant systems, workflow automation, data management

IoT and Real-Time Systems

Device communication, cloud integration, real-time data synchronization

Tools and Stack

React, Node.js, Next.js, MongoDB, REST API, WebSocket, Figma, Git

Soft Skills

Cross-functional leadership, data-driven decision making, customer empathy, strategic thinking

Education

Bachelor of Computer Science Education

Universitas Negeri Jakarta

Graduated 2025