

Sarah Syamimi | Senior Product Leader

Product Strategy · Growth · Commercialisation · Cross-Functional Leadership

Selangor |

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SUMMARY

I turn ambiguous business opportunities into products, growth and measurable commercial outcomes. With 10+ years across SaaS, logistics, retail and aviation, I work across Product, Engineering, Operations, Sales and external stakeholders to move ideas from problem → validation → launch → growth. I lead through alignment, creating clear ownership, documented decisions and visible progress while deliberately developing people and building teams that can operate with clarity and accountability. AI amplifies my execution and accelerates how I research, analyse and build. I drive the strategy, decisions and stakeholder alignment that turn that speed into outcomes.

PROFESSIONAL EXPERIENCE

Shippit | Australia (Remote)

Senior Product Lead, Jan 2025 – Present

- **Identified and owned a new B2B growth opportunity**, shaping the business case, product strategy, MVP and commercialisation approach from concept through launch.
- **Validated and evolved the proposition through enterprise discovery**, translating customer workflows and business needs into product priorities and iterating based on customer and commercial signals.
- **Shaped enterprise shipping workflows, onboarding and B2B order management from scratch**, supporting 13 early enterprise customers processing six-to-seven-figure shipment volumes.
- **Led a cross-functional squad** across Product, Engineering, Design, Sales and Operations, aligning competing priorities, technical trade-offs and launch requirements.
- **Owned team QBRs and performance reviews**, bringing together product KPIs, customer signals, delivery progress and growth opportunities to align senior stakeholders and drive decisions.
- **Introduced AI into research, requirements and execution workflows**, reducing requirements turnaround by 70% and creating more capacity for discovery, judgement and stakeholder alignment.

Ally Logistic Integrator Pte Ltd | Singapore (Remote)

Senior Product Lead, Jun 2022 – Dec 2024

- **Built the product function from zero** in a pre-PMF startup, establishing product strategy, prioritisation, roadmap and delivery practices.
- **Shaped product strategy across multiple domains**, translating business goals, customer problems and market signals into quarterly roadmaps and execution priorities.
- **Developed enterprise and white-label products serving accounts across SEA, MENA, EU and US**, adapting product capabilities to diverse customer and market requirements.
- **Bridged enterprise clients, business leaders and engineering**, translating complex business and integration requirements into clear product opportunities and scalable technical solutions.
- **Drove cross-functional alignment across C-level, Engineering and Operations**, creating clarity around priorities, trade-offs and delivery.
- Supported QBRs and business performance discussions, connecting **customer outcomes, product performance and roadmap opportunities** to broader business priorities.

AEON Co | Malaysia (Hybrid)

Customer Relations Assistant Manager (De facto Product Manager), Mar 2021 – May 2022

- **Owned the Customer Success Management platform end-to-end**, translating customer and frontline needs into product requirements, priorities and rollout plans.
- **Turned customer data and frontline insights into product improvements**, reducing resolution time by 30% and improving a core quality KPI by 25%.
- **Aligned Product, Marketing, IT and Operations** around customer experience, technology and operational priorities.

IndiGo Airlines | Malaysia

Airline Service and Operation Executive, *Feb 2020 – Feb 2021*

- Coordinated Ground Operations, Safety, Training and Legal teams to **implement regulatory SOPs and maintain operational readiness**.
- Managed operational disruptions through **structured risk assessment** and corrective action.

Bangi Resort Hotel | Malaysia

Business Development & Sales Executive, *Jun 2019 – Jan 2020*

- **Identified and launched a new tourism product** targeting Chinese group travellers, coordinating Marketing, Sales, Kitchen and external tour partners.
- The initiative became a **primary revenue stream for the resort**, attracting regular bus tours of Chinese tourists and significantly increasing seasonal footfall and farm-linked revenue.

Malaysia Airlines Berhad | Malaysia / London,UK

Customer Service and Operation Supervisor, *Apr 2016 – Mar 2019*

- **Led ground operations** and procurement initiatives involving **vendor onboarding, contract management, SOP standardisation and equipment sourcing**.
- **Selected** to served as **project support** for **Malaysia Airlines' London Heathrow expansion**, coordinating cross-border teams and operational readiness.

EDUCATION

Bachelor of Science in Decision Science with Honours

Universiti Utara Malaysia - 2014

RELEVANT SKILLS

Product Strategy · Product Discovery · Zero-to-One Products · Market Validation · Product-Market Fit · Roadmap Ownership · Growth & Commercialisation · Product Analytics · KPIs & OKRs · Cross-Functional Leadership · Stakeholder Alignment · Enterprise Products · Client & Partner Collaboration · QBRs · Executive Reviews · C-Level Communication · Business Case Development · GTM Strategy · Revenue Growth · Customer Discovery · Client Onboarding · Customer Adoption & Retention · CRM / Customer Experience · AI-Augmented Research · AI-Assisted Requirements · Workflow Automation · Product Analysis · Requirements Management · Agile · Scrum · Jira · Productboard · Confluence · Figma · Slack · SQL · Claude · Linear · Notion · Miro · Claude · AI Governance

TRAININGS / CERTIFICATIONS

Project Management Professional (PMI) - 2026 | AI Governance - (2026) | SQL for Data Analysis - 2024 | Net Promoter Score - 2023 | Good Customer Experience - 2022 | Customer Persona Development - 2022 | Personal Data Protection - 2020

ACHIEVEMENTS

- Built Shippit's first B2B vertical from zero, on track for AUD 3M year-one revenue.
- Consistent **progression** across roles, with **multiple promotions in Luwjistik, Aeon and Malaysia Airlines** and a track record of developing people.
- **Launched** a new durian tourism product that became a **primary revenue stream**.
- **Led** Malaysia Airlines' **London Heathrow expansion** as on-site project support.

REFERENCES

Syed Ali Ridha - CEO, Luwjistik | Tim Yeo - Director of Marketing, Luwjistik | Contact details available upon request