Prambani Ami

Product Management | Logistics Technology | Business Transformation

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SUMMARY

Product and business transformation leader with 17 years of experience across logistics, technology, e-commerce, and business operations, including 4.5 years in product management at Lazada. Led development of Indonesia's logistics systems, aligning operational requirements with regional product and technology teams. Experienced in using user feedback to improve features, coordinating testing and system releases, and building product capabilities that support business operations.

KEY ACHIEVEMENTS

Building Digital Products Using Automation

Developed the business requirements document (BRD) and defined the product's logic and structure, including location-based rules to determine availability for customers, supporting up to one million app users.

Product Capability Development

Built Lazada Indonesia's product department, establishing processes and SOPs and repositioning it from technical support into a strategic partner for business operations.

Indonesia Product & Regional Alignment

Led business and technology requirements alignment as Indonesia's Logistics Product Solution Lead within a regional transformation, covering 10,000+ users.

Cross-Functional Team Leadership

Led a 14-person team across PMO, Commercial, and Business Process Management, driving cross-functional initiatives to support strategic priorities.

EXPERIENCE

Project Management | Business Operations & Growth

One Logistics Solutions

04/2025 - 07/2026 Jakarta, Indonesia

Led cross-functional execution of market-entry and customer-solution initiatives in Indonesia, setting delivery plans and coordinating stakeholders through implementation.

- Directed a first-mile and last-mile 3PL audit across Indonesia's network as PMO, identifying business gaps and a new business strategy that introduced a multifunction courier solution, projected to cut total logistics costs by approximately 13%.
- Spearheaded market entry end-to-end for Japanese IP toy brands in Indonesia, from market research and brand strategy through certification and retail partnerships, managing vendor and agency relationships to secure placement across three major retailers.
- Built an inventory management system using AI-assisted development, which was adopted for daily operations at One Logistics Solutions.

Senior Operations Project Manager

SiCepat Ekspres Indonesia

07/2024 - 11/2024 Jakarta, Indonesia

Headed strategic logistics projects across Indonesia, strengthening governance and delivery controls for large-scale operational initiatives.

- Built a project management framework across 1,500+ last-mile hubs, standardizing governance and delivery traceability, using ClickUp to align with technology teams.
- Developed financial models covering operating costs, pricing, profit margins, and investment requirements for contract logistics solutions across B2B retail, FMCG, and e-commerce, supporting solution design and customer proposals.

Vice President, PMO & CEO Office

Lazada

01/2023 - 06/2024 Jakarta, Indonesia

Scaled Lazada Logistics' Indonesia portfolio, leading a team of 14 across PMO, Commercial, and Business Process Management. Led initiatives across departments to drive commercial and operational growth.

- Led strategic portfolio reviews, monitoring initiative milestones, KPIs, risks, dependencies, and resource constraints, and presenting recommendations to senior leadership to support prioritization and corrective action.
- Established commercial strategy for the CEO Office, adding contract logistics and service development as new pillars of the business.
- Oversaw external client relationships tied to USD 200,000 in annual revenue, aligning Indonesia and China stakeholders on dependencies, delivery issues, and progress updates.
- Piloted a drop-point model for an agriculture logistics business across two Indonesian cities, integrating network strategy, sales, inventory, and operations for launch and expansion.

Senior Manager, PMO & CEO Office

Lazada

01/2022 - 01/2023 Jakarta, Indonesia

Managed a team of six across PMO, governance, and execution, delivering cross-functional projects.

- Established a PMO framework covering governance, risk mitigation, decision-making, and clear accountability for cross-functional initiatives.
- Led a cross-functional priority delivery project that reduced delivery lead time by 0.2 days.

EXPERIENCE

Senior Product Manager

Lazada

06/2019 - 01/2022 Jakarta, Indonesia

Led solution architecture and development for Lazada Indonesia's logistics management system, aligning business and technology requirements. Coordinated implementation readiness reviews, user acceptance testing (UAT), go-live risk assessments, and system transitions with teams across China, Singapore, Southeast Asia, and Russia.

- Architected business and technology requirements alignment as Indonesia's Logistics Product Solution Lead in a regional transformation workshop, covering 10,000+ users.
- Monitored post-launch usage and gathered courier feedback to identify and prioritize product enhancements, working with the technology team to improve courier workflows and address operational needs.
- Prioritized features and planned phased implementation for a new logistics system, aligning business and operations needs with technology readiness to determine release sequencing.
- Designed the system logic and structure behind a new Lazada digital product in Jakarta, introducing proximity-based logistics rules to support up to one million app users.

Product Manager

Lazada

07/2017 - 06/2019 Jakarta, Indonesia

Built Lazada Indonesia's product department, establishing processes and standard operating procedures (SOPs). Led cross-functional teams through project delivery and repositioned the department from a technical support function into a strategic partner for business operations.

- Integrated logistics technology products, connecting upstream business fulfillment with the downstream last-mile delivery network across 50+ facilities in Indonesia.
- Represented Indonesia as Solution Architect for the logistics product system across Southeast Asia and Russia teams, supporting up to 4,000 app users.

Sales | Key Account Management

Schenker

09/2015 - 06/2017 Jakarta, Indonesia

Progressed from Sales Executive to Key Account Manager, growing client accounts while shaping a regional contract logistics strategy with teams in Singapore, Europe, and the US, supporting total business value above USD 5 million.

Logistics Analyst | Business Solution & Tender Management

Schenker

05/2011 - 09/2015 Jakarta, Indonesia

Served as commercial logistics solutions and business assessor for Schenker's Contract Logistics division, reporting dotted-line to the Regional Commercial Lead in Singapore on select projects.

- Delivered the solution design for a 2,000-square-meter temperature-controlled warehouse facility for a leading global pharmaceutical company.
- Supervised logistics service provider (LSP) relationships and performance, supporting a USD 700,000 annual revenue book of business.

Logistics Specialist

Huawei

10/2008 - 10/2010 Jakarta, Indonesia

Bridged Indonesia's national distribution network with Huawei's international supply chain from China. Supported telecom infrastructure rollout across Central Java.

- Administered distribution for 1,000+ Base Transceiver Station installations across Central Java for a leading national telecommunications company.
- Monitored logistics service provider performance, handling distribution of 18,000+ shipments annually.
- Managed warehouse inventory operations for telecommunications equipment and spare parts in Semarang, supporting network infrastructure deployment.

EDUCATION

Diploma, Business Administration

University of Indonesia

07/2004 - 07/2007 Jakarta, Indonesia

SKILLS

Tools & Core Skills

Product Management | Logistics Technology | Business Requirements Documentation (BRD) | Feature Prioritization | Release Planning | Product Implementation | Post-Launch Monitoring | User Feedback Analysis | Solution Architecture | User Acceptance Testing (UAT) | Stakeholder Management | Business Transformation | GitHub | ClickUp | Microsoft Office

TRAINING / COURSES

Sales Training
SOCO Sales Training

High-Impact Presentations
Dale Carnegie

Basic Project Management Training (CLDM)
DB Schenker

Commercial Management Training in Contract Logistics/SCM
DB Schenker

LANGUAGES

Indonesian Native

English Proficient