BRENDAN ALEXANDER SOENDJOJO

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Product Manager with 1+ year of professional experience leading enterprise ERP and B2B SaaS products, overseeing 30+ interconnected modules and AI-powered features including OCR, chatbots, and SQL agent-driven automation. Experienced in agile product delivery, cross-functional leadership, and stakeholder alignment, combining product management expertise with a strong software engineering background for effective technical collaboration.

Work Experiences

Happy5 - **Jakarta, Indonesia** May 2026 - Present

Associate Product Manager

- Own end-to-end feature delivery for Strategic Execution improvements across 5+ enterprise clients and 1,000+ end users, shipping 10+ stories from solution definition through post-release validation.
- Translate client and Customer Success requests into product solutions by independently defining PRDs, user stories, acceptance criteria, edge cases, and prototypes, collaborating with 2 engineers and a product designer to deliver each feature.
- Revamped Tiket.com's goal approval workflow from an all-or-nothing bundle process to bulk cherry-pick approval/rejection, enabling approvers to selectively process individual goals within large goal submissions.
- Designed cross-project task phase synchronization, defining rules to propagate status changes across associated projects while handling project-specific phases and standardizing completed tasks across workflows.

PT Node Solusi Indonesia - **Jakarta, Indonesia** Jul 2025 - Apr 2026

Product Manager

- Led the end-to-end development of two ERP platforms for Japan-based clients: one for a national taxi operator managing 350+ drivers, and another for an accounting firm supporting 6 internal departments across HR, finance, and operations.
- Defined overall product direction and system architecture from concept to execution, ensuring seamless integration between 30+ interconnected modules across both platforms.
- Managed cross-functional collaboration with 4 frontend engineers, 4 backend engineers, 2 designers, and 2 QA testers in agile 5-month development cycles using GitHub Projects, Figma, Miro, and Google Workspace.
- Integrated AI-powered features through a SQL agent–driven assistant, including OCR-based invoice processing (~30 seconds per entry) and an embedded chatbot that serves as an AI assistant for answering natural language queries across the ERP.
- Owned discovery and sprint planning while leading 4–5 client meetings weekly to gather feedback and align on delivery priorities.

PT Compawnion Jadi Berkat - **Tangerang, Indonesia** Mar 2025 - Jun 2025

IT Business Analyst Intern

- Designed and developed a full-stack demand forecasting platform to align monthly production planning with actual sales trends, replacing static formulas with data-driven forecasts.
- Owned technical decisions across the stack—selecting Python, Django, PostgreSQL, ReactJS, and Tailwind for rapid deployment, and implementing CatBoost to generate lightweight, reliable forecasts.
- Processed 30,000+ rows of historical sales data with engineered time-based, holiday, and lag features to support predictive accuracy.
- Translated monthly production-planning needs into an internal forecasting tool, enabling the sales team to incorporate historical sales trends into planning cycles.

PT Indodana Multi Finance - **Jakarta, Indonesia** Jan 2025 - Mar 2025

Product Owner Intern

- Supported fraud prevention initiatives in the Risk Infra product team by helping automate verification of customer ID data and merchant handover receipts.
- Identified manual fraud vulnerabilities in offline transactions, including falsified receipts and unmatched customer ID data.
- Collaborated with engineers and data scientists to prepare OCR pipelines through structured labeling of 36 receipt formats and SQL-based analysis of KTP OCR output.
- Led the drafting of a cross-functional PRD outlining a three-phase rollout plan for improved document validation workflows, in coordination with engineers and fellow PMs.

Apple Developer Academy @BINUS - **Tangerang, Indonesia** Mar 2024 - Dec 2024

Product Manager Intern

- Led product development for Vycle, an iOS app using VBeacon to automate car service reminders; launched on the App Store with 45+ positive responses during a 2-day public showcase.
- Conducted 15+ user interviews, mapped value propositions, and translated user insights into a detailed PRD with user stories and acceptance criteria for 6 weekly sprints.
- Defined requirements and prioritized MVP features across three app projects, including Breatheee and Tokolator, using RICE prioritization with emphasis on accessibility and user testing.

Education Level

Universitas Prasetiya Mulya - **Tangerang, Indonesia** Aug 2021 - May 2025

Undergraduate Software Engineering, 3.97/4.00

- Valedictorian — Top Graduate
- Awarded the Young Scholar Indonesia Award, a full merit-based scholarship covering the university development fee.
- Completed projects in mobile app development, UI/UX design, and backend integration using Flutter, Django, and GCP cloud infrastructure.

Skills

- **Product**: Scrum, RICE Prioritization, PRD, Product Roadmapping, Stakeholder Management, User Research, Competitive Analysis, Customer Journey Mapping, User Stories, User Flows, Usability Testing
- **Technical**: Python, SQL, Django, React, Flutter, SwiftUI, CSS
- **Tools**: Jira, ClickUp, Notion, Miro, Figma, TestFlight, GitHub Projects
- **Languages**: Indonesian (Proficient), English (Proficient), Japanese (Beginner), Javanese (Beginner)