
Enpa Silan s/o Balan

Cyberjaya, Selangor, Malaysia.

Tel no: - 016-9001579

E-mail: - inbasilan@hotmail.com

LinkedIn: - <https://my.linkedin.com/in/esilan>

PROFESSIONAL SUMMARY

Product and Technology Leader with over 13 years of experience building and scaling digital platforms across fintech, healthcare, martech, and telecommunications. Strong background in product management with the ability to translate business goals into scalable, customer focused solutions.

Proven track record of delivering products generating over MYR 500 million in annual revenue, while growing cross functional teams from 2 to 30. Experienced in leading the full product lifecycle, including market discovery, product strategy, system design, agile delivery, and continuous data driven optimization.

PROFESSIONAL EXPERIENCE

Technical Product Manager

Wellous

May 2021 - Present

Industry - Healthcare

Responsibility

- **Leadership:** Spearheaded teams across technical and business domains for Asia's largest healthcare provider.
- **Team Expansion:** Scaled the team from 2 to 30 through strategic hiring and rigorous interview processes.
- **Training & Development:** Designed and delivered comprehensive training programs on career growth, business, and technology. Created and published core functionality training materials, facilitating product demos and launch presentations for end-users.
- **Technology Architecture:** Led the selection and design of technical architecture for new platforms.
- **Requirements Gathering & Project Management:** Conducted business requirement sessions; adapted agile and waterfall methodologies to suit project needs. Developed detailed roadmaps, execution plans, and schedules.
- **Stakeholder Engagement:** Crafted high-impact presentations for C-suite and stakeholders to communicate vision, gather feedback, and drive alignment.

Achievement

- **Revenue Generation & Digital Transformation:** Developed a custom, Shopify-like eCommerce platform for 12,000 internal dealers across Asia, generating MYR 500 million annually. Delivered the alpha version in less than 3 months with a lean team of fewer than 5 developers.

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- **AI-Driven Landing Page with SEO & Express Checkout:** Launched a high-converting landing page tool integrated with AI, built-in SEO optimization, and express checkout links, significantly boosting user engagement and conversion rates by 20%.
 - **Social Media Management Tool:** Created and implemented a tool within 4 months, achieving a 15% increase in ad engagement, a 20% increase in ROAS, and reducing non-performing ad spend by 30% within 6 months.
 - **Analytics & User Insights:** Implemented Mixpanel event tracking across core functions, providing data-driven insights on user behavior and product success to support informed decision-making.

Chief Technology Officer

Mr Pay Later

Sept 2019 - Apr 2022

Industry - Financial

Responsibility

- **Technology Leadership:** Architected a comprehensive technology ecosystem (applications and infrastructure) for Mr Pay Later while maintaining strict budget adherence.
- **Strategic Collaboration:** Worked closely with company leadership to drive revenue growth and align technology strategy with the company's vision. Regularly managed and optimized the technology budget.
- **Vendor Management:** Managed relationships with vendors and third-party solution providers, ensuring high standards of customer service and seamless integration.
- **Product Evaluation & Market Research:** Conducted in-depth market research and evaluated off-the-shelf solutions to make informed technology decisions, balancing innovation with cost efficiency.

Achievement

- **BNPL Product Development:** Led the development of a B2B2C Buy Now, Pay Later (BNPL) solution, enabling users to split payments. Achieved 100,000 active users within the first year of launch.
- **Revenue Growth Through Innovation:** Identified product gaps and directed the build-out of new features across engineering and design, boosting revenue by MYR 250,000 in one year through increased user engagement and conversion rates.
- **Operational Efficiency & Cost Reduction:** Automated the entire application and transaction process, supporting up to 50 merchants with a streamlined transaction flow. This initiative significantly reduced operational costs and ensured stability during the COVID-19 pandemic.

Technical Lead

Digi Telecommunication

Feb 2018 - Mar 2019

Industry - Telecommunication

Responsibility

- **Vendor Management:** Led and managed API Gateway vendors across all channels within the Digital IT department, ensuring seamless integration across platforms.
- **Stakeholder Alignment:** Coordinated with multiple stakeholders to keep projects on track from initiation through to live deployment, providing ongoing support to other platforms as needed.
- **Technical Leadership:** Directed overseas vendors (e.g., Wipro), offering guidance and technical solutions for building an API developer portal for external partners, enhancing user experience, performance, and web security.

Achievement

- **API Gateway Leadership:** Successfully led and managed the API Gateway across all channels in the Digital IT department, streamlining cross-channel API management.
- **Mobile Data Integration:** Partnered with Google to integrate mobile data management APIs into Android, enhancing mobile functionality.
- **Cost Optimization & Migration:** Migrated external platforms to internal systems and upgraded API versions for key services (JomPay, Maybank, Kiosk), reducing API execution time and lowering annual costs.
- **Cost Savings:** Reduced development costs for the API developer portal by 30% through effective fee negotiations, maintaining quality and enhancing service features.
- **eSIM Product Collaboration:** Collaborated with Digi's external partners on eSIM integration, testing, and planning, implementing optimizations for long-term success.

Full Stack Developer

FXPRIMUS

Jun 2016 - Jan 2018

Industry - IT Software/Enterprise Solution

- **Platform Performance Optimisation:** Enhanced the performance of an existing platform by implementing a new technology framework, resulting in improved efficiency and scalability.
- **Architecture Modernization:** Successfully transitioned the platform from a monolithic structure to a microservices architecture, enabling greater flexibility, faster deployments, and more efficient resource management.

Front End Developer

Mirum Agency

Jan 2016 - Jun 2016

Industry - Advertising

- **High-Traffic Delivery:** Developed user-focused features and landing pages for major brands, including **Starbucks Singapore**, **Stadium Astro**, and **CIMB**.

Web Developer

OPC Business Support

Aug 2012 - Dec 2015

Industry - IT Software/Enterprise Solution

- **System Development:** Coded and tested web application systems, providing user training and troubleshooting support.

Skills

- **Methodologies:** Agile, Scrum, Waterfall, SDLC, Product Roadmapping.
- **Languages/Frameworks:** PHP (Laravel, Yii, CodeIgniter), NodeJS, JavaScript (AngularJS), HTML5, CSS/LESS.
- **Infrastructure:** AWS, Google Cloud Platform, MySQL, Git, Linux (LAMP Stack).
- **Product Tools:** Jira, Trello, Mixpanel, Google Data Studio, SEO.

Education & Professional Development

- Master of Business Administration, City University, 2019 – 2021.
- Bachelor of Business Administration (Hons), City University, 2016 – 2018.
- Enterprise Web Development using PHP & MYSQL, 2012
- Diploma in Information Technology, City University, 2012
- MSC Malaysia Undergraduate Skills Programme PHP 6 Developer, 2011