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Over 15 years management experience with passion in Marketing Strategy, Information Technology, and Human Capital Development with a motto of "Invest on People". Enabling people to achieve more and have high commitment to the company. Able to keep turnover in a single digit in a financial industry where turnover is on the 40%. High commitment to task at hand and stamina to be able to deliver quality performance. IT background that helps automate tasks at hand therefore enabling effective work habit. Wide range experience with diverse exposure on many aspects on marketing strategy, IT, risk and compliance.

MAIN SKILLS

- ❖ Strategic Planning
- ❖ Legal & Compliance
- ❖ Project Management and Innovation
- ❖ Business Analytics
- ❖ Business Process Improvement and Operation Control
- ❖ Enterprise Risk Management
- ❖ Marketing Strategy
- ❖ Strategic Finance and Budget Control
- ❖ Strategic Human Resource Development
- ❖ Information Technology

PROJECT MANAGEMENT SKILLS

- ❖ Agile Scrum
- ❖ eXtreme Programming (XP)
- ❖ Lean Six Sigma
- ❖ PMP
- ❖ Certified Business Process Professional

PROGRAMMING LANGUAGES

- ❖ JavaScript & REACT.js
- ❖ Python
- ❖ R Programming
- ❖ PHP & Laravel
- ❖ JAVA & Spring MVC
- ❖ VB.net
- ❖ C++
- ❖ SharePoint
- ❖ COBOL
- ❖ Git, SVN
- ❖ Unit Testing
- ❖ Test-Driven Development
- ❖ Behavior-Driven Development

Work Experience

Head of Strategic Product Marketing, Communication & PMO

PT BCA Life Insurance

2015 – Present



Departments under Supervision:
Product Development
PMO (Project Management Office)
Strategic Product and Communication

MAIN RESPONSIBILITY

Managing the entire product line life cycle from strategic planning to tactical activities. Develop guideliness for each department to ensure quality work. Develop Communication Line with Partners (BCA, Djarum, BCA Subsidiaries, etc) in getting data analysis in creating products tailored for the Target Market.

Develop new distribution channel to increase revenue (Digital Insurance Channel).

KEY ACCOUNTABILITIES

- ❖ Coordinating with channel heads in creating roadmap and strategies for product for Bancassurance, Telemarketing, or Corporate Business.
- ❖ Creating competitor's Analysis and SWOT for future products.

- ❖ Reviewing product life cycle and create SWOT Analysis on each product group and provide recommendation on enhancement, withdrawal or development of new product.
- ❖ Working with all departments to develop and implement a company-wide go-to-market plan through Project Management.
- ❖ Specify market requirement by conducting market research through FGD, and customer survey by on-going visits.
- ❖ Develop good relationships with partners and vendors to maximize strategic partnership.
- ❖ Oversee development of advertising, public relations and all marketing communications to meet product objectives.
- ❖ Identifying risks and potential for fraud or non-compliance in product execution.
- ❖ Identify opportunities and impact in the new regulations set by the government in relation to marketing strategies.
- ❖ IT infrastructure and system development for product Management and deployment through digital channel.
- ❖ Data Mining on current existing data both in BCA Bank and BCA Life.
- ❖

Head of Corporate Strategy and Risk (Division Head)

PT MNC Life Assurance

2012 – 2015



Responsible Directly to President CEO

POSITION MAIN FUNCTION

Develop and driving the set of managerial decision and action that determines the long-run performance of a corporation which includes environmental scanning (both external and internal), strategy formulation (strategic or long range planning), strategy implementation, and evaluation and control.

Ensures the Board of Directors, management and employees are in compliance with the rules and regulations of regulatory agencies, that company policies and procedures are being followed, and that

Departments Under Supervision (Span of Control):

- ❖ Legal & Compliance
- ❖ Risk Management
- ❖ Strategic Project Management Office
- ❖ Product & IT PMO
- ❖ MIS
- ❖ HRD
- ❖ GA & Procurement

RESPONSIBILITY AND MAIN DUTY

- ❖ Responsible for the leadership, innovation, governance, and management necessary to identify, evaluate, mitigate, and monitor the company's operational and strategic risk.
- ❖ Develops Enterprise Risk Management tools, practices, and policies to analyze and report enterprise risks, and to manage risks according to an enterprise risk management framework.
- ❖ Ensures the organization's risk management policies and strategies are in compliance with

behavior in the organization meets the company's Standards of Conduct.

- ❖ Develop compliance framework, risk assessment, review, and audit.
- ❖ Develops, initiates, maintains, and revises policies and to prevent illegal, unethical, or improper conduct.
- ❖ Develops organization strategies by identifying and researching human resources issues; contributing information, analysis, and recommendations to organization strategic thinking and direction; establishing human resources objectives in line with organizational objectives.
- ❖ Collaborate to create Marketing Strategy and Analysis to ensure optimal utilization of primary and secondary market research information.
- ❖ Building and managing Corporate Competitive Intelligence function that provides key competitive insights to organization and is a hub of expertise and linkage to division experts.
- ❖ Being the expert on the methodologies and processes for assessing the marketplace. These may include identifying growth opportunities, diagnosing customer needs and behavior, understanding competitive dynamics, and measuring market trends.
- ❖ IT Development Management, Information System Development for Business dashboard and decision making.

applicable regulations, rating agency standards, and strategic imperatives of the organization.

- ❖ Developing and driving annual corporate strategic plan process, including recommending and communicating strategic focus, developing guideline materials and supporting documents/analysis, and managing the corporate wide process and timelines.
- ❖ Act as a liaison to OJK and other government agencies, also actively participating in Legal & Compliance Group of Industries' Association.
- ❖ Agreement/Contract review and management.
- ❖ Ensuring that each department are updated to the new regulations of OJK, PPATK, Ministry of Finance, and Banking Industry (Central Bank Indonesia) and other government agencies, to ensure compliance. Conduct Training and gap analysis to the Company state and creating impact analysis for BOD.
- ❖ Create Anti Money Laundering (AML) Policies and Manual as well as regular training to back office staff and sales marketing.
- ❖ Development and implementation of structured, practical, fact-based approach to strategy development, valuation, and business plans.
- ❖ Collaborating with Business Development and Financial Planning & Analysis to ensure strategic alignment in recommendations, and maintenance of top growth initiatives.

Regional Resource Manager

San Gabriel Valley Consortium

2010 - 2012



- ❖ Responsible for coordination of resources (procurement of services and materials), development, funding as well as events for over 150 agencies as well as 37 cities in San Gabriel Valley. Collaborating and coordinating multiple project development in the Greater Los Angeles
- ❖ Oversees contracting process development - leads negotiation and execution of contracts (including processing valid procurement requests, checking specifications and ToR for completeness and plausibility, maintaining procurement files, drafting tender documents, collaborating with technical, legal, and finance services). Process contracts and ensures legal liabilities (liaise with legal department) and possible system performance issues are identified and addressed.
- ❖ Develop SOP (Standard Operating Procedures) and contract or MoUs for ensuring best practices in

County to increase the capacity and resources in the area.

- ❖ Prepares strategic business planning. Leads implementation of contracting strategy and plan. Assess budget and risk and perform risk management on major contracting-related risks for projects
- ❖ Acquiring company assets and resources, allocation of resources for the San Gabriel Valley Region.
- ❖ Responsible for compilation of information and production of a printed resource directory. Will act as liaison between participating agencies and the Countywide Resource Desk.
- ❖ Perform sustainability activities such as community outreach, grant writing, and program evaluation to ensure the continuation of the community engagement and regional capacity program.
- ❖ Provide diverse trainings to organizations in the region.
- ❖ Develop alignment regional process and ensure compliance for all government & company

developing partnership with the various organizations.

- ❖ Resource Data Management & Centralized Information for San Gabriel Valley Region.

Information Technology Manager/Acting VP Finance

OPARC

2001 - 2010



- ❖ Contract negotiations and management
- ❖ Creating SOP (Standard Operating Procedures) for Accounting
- ❖ Responsible to develop procedures and implement them on AP/AR. Training AP/AR staff in transitioning new accounting software from Agency Systems to BlackBaud Financial Edge and Business Objects Crystal Reports.
- ❖ Acquiring assets and allocation of resources for the 9 sites that OPARC has
- ❖ Project management and Contract negotiations, was responsible in procurement of 3 new sites that OPARC has, including it's services and infrastructure.
- ❖ Negotiate and manage service contracts for: Verizon, Avaya-Lucent Phone System, McAfee, Dell, HP, Microsoft, Blackboud, etc
- ❖ Quality Assurance and Audits for the 9 sites, developing procedures and lead on implementation.
- ❖ Enterprise system deployments
- ❖ Develop and providing support for networking or wireless networking, VPN and thin clients, develop infrastructure as well as administering for all of our Windows Server 2003 Enterprise Edition, SBS2003 Servers, Novell Servers, Exchange Server 2007, ISA Server 2007, SharePoint Server 2007, Cisco ASA 5505 Firewall as well as switches.
- ❖ Develop websites and website forms and applications. Also building Sharepoint sites for collaboration between sites.

regulations; ensure the business adhere to Federal Laws, California Regulations (State Law) and local government laws.

- ❖ Responsible for Technology advancement which include budgeting, project management, outsourcing as well as training.
- ❖ Training for corporate, group, and individuals which not limited to computer training, eg. Cultural Diversities Training, Financial (AR/AP), Payroll Systems etc.
- ❖ Creating numerous databases using MS ACCESS to help managing company's asset as well as client management. Creating forms and reports that complies with Health care Authorities (Department of Health and Rehab, CCL, IRC,SPGV,etc)
- ❖ Responsible for computer support for 9 sites in Ontario, Montclair, Rancho Cucamonga, and Upland area. Diagnose computer, peripherals, faxes and other office equipment problems and recommend repairs or replacement. Collect and process statistical data.
- ❖ Multiple Project Management, ranging from creating infrastructure as well as network build up from ground up, video survailance, Sharepoint sites building, Thin Clients and VPN's, collaboration with other project managers.

IT Tech

Spectrum Information Services

2001 - 2003



- ❖ Technical Support and Network Management, Programming File and Document Management Application for the Network.

- ❖ Quality Assurance for OCR products. Colaborate in creating database for OCR product management.

Project Experience

Product Development

Creation of Product Development Cycle to enable creation of quality product in much shorter time with comprehensive details step-by-step and timeline.

List of Products:

- ❖ BCA Tahaka
- ❖ BCA Life Hospital Cash Plan 100% Refundable
- ❖ BCA Life Keluargaku
- ❖ BCA Life Heritage Protection
- ❖ b-SAVE Accident Protection
- ❖ BCA Life Saving Protection Prima
- ❖ Proteksi Seumur hidup kerja sama dengan D-Cost
- ❖ MNC Link (a revamping of older Unit Link Product to be able to compete with the market)
- ❖ Hario Sehat (As charge health product created in collaboration with Swiss Re to create new innovation and adjusted to market needs for medical travelers)
- ❖ Hario Pintar (Education plan that can with payouts that can be adjusted according to needs)
- ❖ Hario Perisai (Death Benefit due Illness and Accident, including inpatient and accident medical reimbursement)
- ❖ Hario T-Cash (Personal Accident Product offered to Telkomsel members)
- ❖ Hario Generasiku (Protection for students and teachers giving Personal Accident Protection A, B, D along with daily cash plan of maximum 7 days)
- ❖ Cipika Dompetku Indosat (Giving members of Indosat Personal Accident Plus Accident Medical Reimbursement)
- ❖ Hario Proteksi Dini (Critical Illness product with early stage sold through telemarketing and mediaassurance)
- ❖ Hario Inpas (Accidental Protection for 5 years with return on premium sold thru multi-level marketing)
- ❖ Hario Karya (A unit-linked product with simple underwriting sold thru worksite marketing)
- ❖ Hario Indovision Aman (A term-life protection for Indovision subscribers tailored with their packages to give free subscriptions for 3 years)
- ❖ Si Bejo (A revision of our best-seller Hario Siaga sold through vouchers that can be activated through SMS)
- ❖ MNC Emas (A pension savings plan with payouts)
- ❖ Medicash (A medical cash plan product sold through TV Homeshopping)
- ❖ Simpedas (Education plan with additional benefits)
- ❖ Asuransi TKI (A collaboration with
- ❖ Credit Shield
- ❖ Hospital Cash Plan
- ❖ Group PA and Term
- ❖ Various other products and packaging

Develop New Distribution Channel (Digital Insurance)

- ❖ Competitive Advantage and Analysis
- ❖ Overall strategy in Digital Insurance
- ❖ Recruitment of team
- ❖ IT Infrastructure and Web Design
- ❖ Developing System of Borderless Face-To-Face Insurance using Mobile (On-Going)

Call Center & Telemarketing Restructuring

- ❖ Complete Overhaul of Call Center Telemarketing and Direct Marketing
- ❖ Revamping Business Process and Organizational Structure as well as new system acquisition and deployment
- ❖ Recruitment and Capacity Building
- ❖ Telecommunication Cost Strategy
- ❖ Telemarketing Product Strategy and Development

Development of Mediassurance Channel

- ❖ Collaborating with GS Homeshopping (Korea) as the foremost multimedia as well as a global leader in TV home shopping to create marketing strategies using television and internet in selling life insurance product
- ❖ Working together with MNC Shop to sell a retail product thru TV, internet and telemarketing
- ❖ Working together with the best Advertisement Strategists and Consultants in TV industry (RCTI, MNC TV, Sindo TV/INews, Global TV) to create advert that captures and creates Top of Mind and craving for our life insurance products using Television, Billboards, as well as printed media

Develop Customer Relation Officer to cater high end customers

- ❖ As part of our strategy to reach High Net Worth Individuals (HNWI) and Affluent Market we created a team of young professionals with quality education from foreign schools and network to the affluent market to be able to introduce our products and enlarge our network of influence
- ❖ Empower our team to be able to reach the target market by providing quality training both soft skills and selling cycle
- ❖ Designing Marketing toolkits to enable them to sell effectively
- ❖ Develop marketing strategy that suites the need for these high end customers
- ❖ Strategizing marketing campaign to gather these high-end customers

Creation of Enterprise Risk Management Framework

- ❖ Creation of new department under Corporate Strategy Division to enhance company's ability to identify and assess risk and therefore able to minimize, monitor risk and even control the probability and/or impact of unfortunate events
- ❖ The purpose of risk management is to maximize the realization of opportunities
- ❖ Develop Enterprise risk management (ERM) which is integrated or holistic in managing risk across the company, using clearly articulated frameworks and processes led from board level.
- ❖ Embedded risk management in the general management of an organization and fully integrated with other business functions such as finance, strategy, internal control, procurement, continuity planning, HR and compliance.
- ❖ Enlisting potential danger in the risk registers
- ❖ Developing mechanism of whistle blowing
- ❖ Develop Risk Appetite for the company
- ❖ Recruitment and Training as well as compliance to regulators

End-to-End Business Process Reengineering and Improvement (Operation) in all Distribution Channel (Agency Sales, Group Business, Bancassurance, and Retail Dept)

- ❖ Analysis and redesign workflows within and between departments in order to optimize and streamline business process to achieve better Turn-Around-Time and therefore provide a maximum Service Level Agreement (SLA) to our customers

- ❖ Process started from Sales → New Business & Underwriting → Finance → Policy Issuance → Claim → POS → Billing and Collection
- ❖ Identify tasks that became bottle-neck
- ❖ Automate non-value-added tasks

Creation of Billing Collection Department

- ❖ As the company has grown tremendously the needs arises for a dedicated Billing & Collection Department
- ❖ A new workflow is developed and researched thoroughly to ensure effectiveness of the work of the new department and end-to-end process (SOP) is created
- ❖ Recruitment for new team that ensure department continuity
- ❖ Creation of system that enables maximum work as well as dedicated call center to be able collect premium due

Collaboration with Various Business Partners

PT Pos Indonesia, PT KAI, XL, Telkomsel, Indosat, Pertamina, ICB Bumiputera, VOX Mikro, East Timor, GIANT, Yakorma, Marketing Asia Abadi, UOB Buana, PT Pura, Linktone, BlueDot Assistance, Global Assistance and Health Care, BPR Multi Artha, Bank Kesawan, Bank Jatim, Hanura, RDS

Organizational Achievement



Innovation 2012: First Life Insurance who provides a down payment on claim



Innovation 2014: First Activation of Life Insurance Card



Infobank Award 2014 for 5th Place with predicate Very Good



Infobank Award 2015 being The Only Best in the middle category of asset



Best Life Insurance 2015 in its category from Media Asuransi

Certification License



International Certified Wealth Manager
 CWMA, License #0108/CWMA/LMFEUI-2015
 June 2015

A comprehensive and cohesive course of study aimed at wealth (asset) protection, accumulation and distribution which focuses on:

- ❖ Investment strategies and regulations (Stock, Bond, Mutual Fund, Options, Hedge Fund, Futures)
- ❖ Investment Performance Evaluation
- ❖ Debt Management & Liquidity Enhancement
- ❖ Risk Tolerance in Financial Decision
- ❖ Risk Management using Derivatives
- ❖ Life and General Insurance
- ❖ Good Corporate Governance: AML and Banking
- ❖ Annuity and Pension Plan
- ❖ Managing Estate and Trust

- ❖ *Tax Management*
- ❖ *Global Strategic Asset Allocation*



Certified Process Professional (Business Process Management)

ICMG, License #949260

July 2012

A dynamic and comprehensive approach to creating and managing enterprise processes that deliver sustained high performance, encompassing the full range of management systems and practices.

- ❖ *Exploit process management for triple crown benefits with sustained high performance*
- ❖ *Develop performance metrics for end-to-end processes*
- ❖ *Link processes to enterprise business goal*
- ❖ *Coach and align people for performance and process management*
- ❖ *Improve business performance immediately (at least 40-60% within 90 days) and*
- ❖ *Establish a method to sustain continuous improvement (on-going annual improvements 15-40%)*

Achieve the tactical and strategic payoffs of process



The 7 Habits of Highly Effective People (Signature Program)

Franklin Covey, Certificate of Completion

May 2012

Workshop that helps organization achieve sustained superior results by focusing on making individuals and leaders more effective. Participants gain hands-on experience, applying timeless principles that yield greater productivity, improved communication, strengthened relationships, increased influence, and laser-like focus on critical priorities.

PARADIGMS AND PRINCIPLES OF PERSONAL EFFECTIVENESS:

Assess paradigms and align to principles of personal effectiveness

HABIT 1: BE PROACTIVE®

Assume responsibility, focus and act on what can be controlled and influenced, instead of what can't

HABIT 2: BEGIN WITH THE END IN MIND®

Define clear measures of success and a plan to achieve them

HABIT 3: PUT FIRST THINGS FIRST®

Prioritize and achieve your most important goals, instead of constantly reacting to urgencies

HABIT 4: THINK WIN-WIN®

Collaborate more effectively with others by building high-trust relationships of mutual benefit

HABIT 5: SEEK FIRST TO UNDERSTAND, THEN TO BE UNDERSTOOD®

Influence others by developing a deep understanding of their needs and perspectives

HABIT 6: SYNERGIZE®

Develop innovative solutions that leverage diversity and satisfy all key stakeholders

HABIT 7: SHARPEN THE SAW®

Increase motivation, energy, and work/life balance by making time for renewing activities



**DALE CARNEGIE®
TRAINING**

www.dalecarnegie.com

Leadership Training for Managers

Dale Carnegie, Certificate of Achievement

September 2014

This workshop enables managers to stop managing and start leading thru:

- ❖ *Build effective coaching techniques*
- ❖ *Innovation and planning process*
- ❖ *Master problem analysis and decision-making*
- ❖ *Effectively communicate change*
- ❖ *Strengthen listening skills*
- ❖ *Leading more effective meetings*
- ❖ *Recognize team success with enthusiasm*
- ❖ *Learn the 8-step delegation process*



INDO NLP

Personal Power

INDONLP, Certificate of Completion

September 2014

This workshop helps in increasing productivity and motivation by giving:

- ❖ *New strategies for training and teaching*
- ❖ *New Learning Techniques*
- ❖ *New Motivation strategies*
- ❖ *Change Negative attitudes and motivate positive mental potential*
- ❖ *Dissolve communication barriers*
- ❖ *Negotiate more effectively*

Deloitte.

Actuarial Modelling Techniques Seminar

Deloitte, Certificate of Attendance

September 2014

- ❖ *Best practices in actuarial valuation and risk management explained and samples given*
- ❖ *As the life insurance and annuity industries move toward model-based approaches to reserve and capital valuation (MBV), actuarial models are increasing in complexity and sophistication while the imperative to avoid modeling errors is also increasing. In the new environment, the high reliance that companies and regulatory agencies will place on model results will require a well developed and maintained control system to assure the quality of all models and supporting processes.*



Business Analytics

EduPristine, Certificate of Participation

December 2014

- ❖ *Business Analytics Program focuses on developing new insights and understanding of business performance based on data and statistical methods. It makes extensive use of data, statistical and quantitative analysis, explanatory and predictive modeling and fact-based management to drive decision making. It focuses on Forecasting, Econometrics and Time Series Analyse and predict future outcomes based on historical patterns.*
- ❖ *Gain insight from historical data with reporting, scorecards, clustering etc.*
- ❖ *Predictive analytics*
- ❖ *Predictive Modeling and Forecasting*
- ❖ *Recommend decisions using optimization, simulation etc.*
- ❖ *Decision Trees & Clustering*
- ❖ *Supports human decisions with visual analytics the user models to reflect reasoning*
- ❖ *Understanding Relational Database and Object Oriented Concepts*
- ❖ *Using analytic software such SAS, SPSS, R (R-project), Excel*



Insurance Outlook 2015

Media Asuransi, Certificate of Attendance

November 2014

- ❖ *Updates on new macro-economic development and prediction for 2015*
- ❖ *Industry specific information that can help business advance in 2015*
- ❖ *New strategies that has been developed to survive in 2015*



Strategic Thinking

Franklin Covey, Certificate of Completion

November 2013

Using The 4 Disciplines of Execution: Manager Certification is not just for business management strategy, but to help managers create actual work plans. The outcome of this work session is to identify the most important goals for each manager and team to pursue, then to create measures and identify the key activities that will predict goal achievement.

Language Proficiency



English, fluent native



Indonesian, fluent native



Tagalog-Philippines, limited working proficiency



Spanish, Elementary proficiency



French, Elementary proficiency

Educational Qualification

Bachelors, BS of Computer Science Adventist University of the Philippines 1997 – 2000



Master, Business Administration Adventist International Institute of Advanced Studies 2000 –



Work References

Rolla Bawata	<i>President Director @ MNC Life Assurance</i>	<i>+62-816-7074-79</i>
Andre Sahelangi	<i>Finance Director @ MNC Life Assurance</i>	<i>+62-811-1632-413</i>
Errin Magda	<i>Head of Marketing @ MNC Life Assurance</i>	<i>+62-878-8908-2255</i>
Bamby Arringga	<i>Director @ Sentra Jasa Aktuaria</i>	<i>+62-813-1453-1803</i>
Todd Palmquist	<i>Executive Director @ SGV Consortium</i>	<i>+1-909-248-3629</i>

LinkedIn Work Recommendation



Trijito Santoso

Object Oriented Programmer, Airport Innovation at American Airlines

“A Computer Genius I should say. Whenever there is any computer trouble or just for any consultation regarding to computer, all students ask Edmund for his expertise in this field. With his excellent personality, he also a very great person to work with.”

Trijito studied with Edmund at Adventist University of the Philippines



Jenny Flora

Consultant at Asia Select Indonesia

“Young energetic man, always smile and help full towards others. Very active in religious and social campus activity, he also join a campus choir.

Thats how I remember Edmund. Once you know him than you can see the good quality in him and I am sure he can be a good person to work and deals with professionally and personally.”

Jenny studied with Edmund at Adventist University of the Philippines



Marlon Ribunal

SQL Developer/Process Analyst at CDG – A Boeing Company

“Edmund has a wide-range of skills that he is always willing to share with his teammates. He is a valuable part of the team. His knowledge of IT infrastructure and the execution of his skills make him a good asset to any company looking for an IT professional.”

Marlon worked directly with Edmund at Spectrum Information Services



Alex Vega

Division IS Infrastructure Manager at L-3 Communications

“Edmund is a very intelligent and detailed technology expert. He is known for his creative solutions and delivering them with precision. We have worked together for some time now in organizing a MPLS solution for his organization. His has a strong work ethic and his attention to detail is impeccable.”

Alex was with another company when working with Edmund at OPARC