Edmund Situmorang



President Director, SRKK Indonesia

Award-Winning AI & Digital Transformation Leader | Helping Enterprises Adopt Data & AI in Southeast Asia

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SUMMARY

- Award-winning technology executive with 17+ years of senior management experience across AI, data, and digital transformation
- Recognized as Digital Leader of the Year (IndoSec 2025), Chief AI of the Year (Malaysia 2025), and CIO 200 Legend (Global CIO Forum)
- Built and led AI practices, innovation academies, and enterprise technology teams across mining, fintech, insurance, media, and logistics industries
- Spearheaded the development of OTT streaming platforms, AI screenplay writing assistants, and predictive safety intelligence systems
- International keynote speaker and Certified Risk Learning Faculty at leading institutions across Southeast Asia
- Experienced in both US and Indonesian markets with native bilingual proficiency in English and Indonesian

EXPERIENCE

President Director — SRKK Indonesia

2026 – Present · Jakarta, Indonesia

- Leading SRKK Group's entry into Indonesia with data and AI adoption at its core: setting up the local entity and office, and building and mentoring the team
- Helping Indonesian enterprises build the data foundations AI depends on, modernizing their data platforms on Microsoft Fabric for near-real-time analytics
- Shaping AI pilots with clients, from fraud detection and AI-driven analytics to AI agents for IT service desks
- Driving AI adoption beyond licenses: redesigning business processes with Copilot and Copilot Studio agents, and supporting adoption after go-live
- Building the co-sell partnership with Microsoft Indonesia to bring data and AI programs to financial services, insurance, energy, and retail clients

Skills: AI Adoption, Data Platform Modernization, Microsoft Fabric, Copilot Studio, AI Agents, Market Entry

Director — MD Now

2025 · Jakarta, Indonesia

- Building a full-scale OTT (Over-The-Top) streaming platform for MD CORP's media and entertainment division
- Leading the end-to-end technology strategy, architecture, and development of the MD Now platform
- Overseeing adaptive streaming, content delivery, DRM, and personalized recommendation engine development

Skills: OTT, Cloud Computing, AI, DRM, Streaming Architecture, Product Strategy

Group Chief Technology Officer — MD CORP

2025 · Jakarta, Indonesia

- Leading the technology vision, strategy, and roadmap across MD CORP's portfolio of companies
- Architecting scalable, secure, and resilient digital infrastructure to support business operations and growth
- Evaluating and adopting emerging technologies including AI, cloud computing, and data platforms
- Driving digital transformation initiatives across the group to improve efficiency, revenue, and customer experience
- Aligning technology strategy with business objectives and P&L accountability
- Establishing KPIs and metrics to measure the impact of technology investments on business outcomes
- Building and mentoring high-performing technology teams across multiple business units
- Fostering a culture of innovation, experimentation, and continuous improvement
- Representing the group at industry events and conferences as a thought leader in AI and digital transformation

Skills: Strategic Planning, Digital Transformation, AI, Cloud Computing, Team Leadership, Innovation, Business Strategy

CTO / Head of AI — Trans Meta Teknologi

2023 – Present · Jakarta, Indonesia

- Defining and executing the AI strategy for the organization, aligning AI initiatives with business goals
- Designing and overseeing the development of AI solutions including NLP, computer vision, and predictive analytics
- Recruiting, mentoring, and developing AI talent to build a world-class AI team

Skills: AI Strategy, Machine Learning, NLP, Computer Vision, Predictive Analytics, Team Building

Head of Strategy & Transformation — PT. BUMI Resources Tbk

2023 · Jakarta, Indonesia

- Led change management initiatives to drive organizational transformation and digital adoption
- Developed and executed strategic plans to align technology capabilities with corporate objectives

Skills: Change Management, Strategic Planning, Digital Transformation, Corporate Strategy

Head of AI — Sinarmas Mining

2021 – 2023 · Jakarta, Indonesia

- Established the AI practice within Sinarmas Mining, building the team, processes, and infrastructure from the ground up
- Led AI strategy development and execution, identifying high-impact use cases across mining operations

Skills: AI, Machine Learning, Data Science, Mining Technology, Strategic Planning

Head of TechConnect Academy — Sinarmas Mining

2021 – 2023 · Jakarta, Indonesia

- Built an innovation center (TechConnect Academy) to foster AI talent development, startup mentorship, and technology education
- Managed innovation projects including hackathons, AI bootcamps, and collaboration with universities and startups

Skills: Innovation Management, Talent Development, Mentorship, Education, Startup Ecosystem

Chief Technology Officer — PT. Asian Bulk Logistics

2022 – 2023 · Jakarta, Indonesia

- Led enterprise technology strategy and architecture for the logistics company
- Managed digital transformation initiatives to modernize operations and improve efficiency

Skills: Enterprise Architecture, Digital Transformation, Logistics Technology, Team Leadership

Chief Technology Officer — Prodigi
2021 – 2022 · Jakarta, Indonesia

- Defined the technology strategy and roadmap for the company
- Led engineering managers and development teams to deliver products on time and within budget
- Designed internal systems and processes to improve development efficiency and quality

Skills: Technology Strategy, Engineering Management, Product Development, System Design

Chief Technology Officer — PT Teknologi Tujuh Asia
2017 – 2021 · Greater Jakarta Area, Indonesia

- Oversaw all technology and data analytics operations, driving innovation across fintech, AI, and NLP products
- Managed a remote development team in India, coordinating cross-timezone collaboration and delivery
- Ensured secure technology use across the organization, implementing cybersecurity best practices and compliance standards

Skills: AI, NLP, Fintech, Data Analytics, Cybersecurity, Remote Team Management

Head of Strategic Product Marketing & PMO — BCA Life
2015 – 2017 · Greater Jakarta Area, Indonesia

- Managed the full product lifecycle from ideation to launch for life insurance products
- Led the Project Management Office (PMO) to ensure on-time, on-budget delivery of strategic initiatives
- Developed partnerships with banks, distribution channels, and technology vendors to drive growth

Skills: Product Marketing, PMO, Insurance, Partnership Development, Strategic Planning

VP Corporate Strategy & Risk — MNC Life
2012 – 2015 · Greater Jakarta Area, Indonesia

- Led corporate strategy formulation and execution across the organization
- Managed Risk, PMO, IT, HRD, and Legal departments, driving cross-functional alignment
- Developed SOPs, governance frameworks, and compliance standards for the insurance business

Skills: Corporate Strategy, Risk Management, IT Governance, HRD, Legal Compliance, PMO

Regional Resource Manager — San Gabriel Valley Consortium
2010 – 2012 · Greater Los Angeles Area, USA

- Coordinated services across 150+ agencies and 37 cities in the San Gabriel Valley region

Skills: Regional Management, Stakeholder Coordination, Public Administration, Community Services

IT Specialist Manager / Acting VP Finance — OPARC
2001 – 2010 · Montclair, CA, USA

- Led multi-site IT operations including infrastructure, network management, and systems administration
- Managed contracts, vendor relationships, and IT budgets as Acting VP Finance

Skills: IT Management, Finance, Contract Management, Network Administration, Vendor Management

IT Tech — Spectrum Information Services
2001 – 2003 · Irvine, CA, USA

- Programming and software development for enterprise clients
- Network support and infrastructure maintenance
- Database development and administration

Skills: Programming, Network Support, Database Development, IT Support

Facility Manager — RockCreek

2000 – 2002 · Claremont, CA, USA

- Managed facility operations including maintenance, security, and vendor coordination

Skills: Facility Management, Operations, Vendor Coordination

SELECTED PROJECTS

JARVIS AI Screenplay Writing Assistant · MD CORP · 2025

AI copilot for screenwriters leveraging RAG and embeddings. Built with OpenAI GPT and Whisper for speech-to-text. Full-stack SvelteKit + TypeScript + PostgreSQL with pgvector for vector similarity search.

Technologies: Generative AI, RAG, AI, SVM

MD Now OTT Platform · MD Now · May 2025 – Aug 2025

Full-scale OTT streaming platform with adaptive streaming and content delivery network optimization Personalized content recommendations powered by AI and user behavior analytics AI-driven dubbing and transcription services for multi-language content delivery

Technologies: AI, OTT, Cloud Computing IaaS, DRM

AI-Driven Content Automation & Voice Intelligence · MD CORP · 2025

Automated media pipelines for content processing, tagging, and distribution Integration of OpenAI Whisper for speech recognition and neural TTS for voice synthesis Voice cloning technology for consistent branded content delivery

Technologies: AI, TTS, MLOps, Generative AI

AI-EYE Predictive Safety & Operations Intelligence · Asian Bulk Logistics · 2022 – 2023

Predictive safety and operations intelligence system for logistics operations AI-powered monitoring and early warning system for operational risks

Technologies: AI, Predictive Analytics, Computer Vision, IoT

TechConnect Academy AI Talent & Startup Mentorship · Sinarmas Mining · 2021 – 2023

Innovation center focused on AI talent development and startup mentorship Organized hackathons, AI bootcamps, and industry-academia collaboration programs

Technologies: AI, Education, Innovation Management

NLP for Indonesian Language · PT Teknologi Tujuh Asia · 2017 – 2019

Built NLP models using CNN and RNN architectures for Indonesian language processing Handled Indonesian slang, dialects, and colloquial language patterns

Technologies: Deep Learning, CNN, RNN, NLP, Sentiment Analysis

nlp.t7a.co.id

Social Credit Scoring System using NLP and AI · PT Teknologi Tujuh Asia · 2018 – 2019

Digital footprint analysis system for credit scoring using AI analytics Indonesian NLP processing combined with computer vision for comprehensive scoring

Technologies: AI, NLP, Computer Vision, Credit Scoring

AI Face/Object Recognition using CNN/TensorFlow · PT Teknologi Tujuh Asia · 2017 – 2021

Deep learning system for face and object recognition using CNN and TensorFlow Applied to behavior analysis and security monitoring applications

Technologies: TensorFlow, CNN, Deep Learning, Computer Vision

Fintech P2P Platform and Mobile Apps · PT Teknologi Tujuh Asia · 2017 – 2021
Peer-to-peer lending platform with full mobile application suite Integrated payment gateway for seamless financial transactions

Technologies: Fintech, Mobile Development, Payment Gateway, P2P Lending

IT School in Sumbawa · PT Teknologi Tujuh Asia · 2017 – 2021
Established an IT education program in Sumbawa for local talent development Provided technology training and career development opportunities to underserved communities

Technologies: Education, Community Development, IT Training

Billing Collection Department Creation · MNC Life · 2014
Created and operationalized a new billing collection department from scratch Designed processes, systems, and KPIs for efficient premium collection

Technologies: Business Process Design, Insurance Operations, Collection Management

Call Center Telemarketing Restructuring · Business Process Improvement · 2014
Restructured call center telemarketing operations for improved efficiency and conversion rates Implemented new processes, training programs, and performance metrics

Technologies: Business Process Improvement, Call Center Operations, Telemarketing

AWARDS & RECOGNITION

- **Digital Leader of the Year** — IndoSec, 2025
  Recognized as Digital Leader of the Year at IndoSec 2025
- **Chief AI of the Year** — Malaysia, 2025
  Named Chief AI of the Year in Malaysia 2025
- **Tradepass Digital Leader of the Year** — Tradepass, 2025
  Awarded Tradepass Digital Leader of the Year 2025
- **CIO 200 Legend** — Global CIO Forum, 2024
  CIO 200 Legend award in Johannesburg 2024 and Azerbaijan 2023
- **CIO 100 Innovation** — Foundry (IDC Inc), Dec 2022
  Received CIO 100 Innovation award at Marina Bay Sands, Singapore
- **SE Asia Transformative CIO 2022** — Economic Times, 2022
  Named SE Asia Transformative CIO by the Economic Times in 2022
- **DT 50: Top 50 Digital Transformation Leaders Indonesia** — DT 50, 2023
  Listed among the Top 50 Digital Transformation Leaders in Indonesia
- **World CIO 200 Award** — Global CIO Forum, 2023/2024
  World CIO 200 Award at Baku, Azerbaijan
- **Innovation - First and Most Activation on Life Insurance Card** — MURI (Museum Rekor Indonesia), Apr 2014
  Achieved 10,000 activations in one day via SMS technology, recognized as a national record

CERTIFICATIONS

- **Professional Certificate Program – Design Thinking Innovation** — Global CIO Forum, NJ USA, Sep 2023
  Credential ID: 82968670
- **Certified Risk Learning Faculty** — Risk.net, Sep 2022
  Credential ID: 754312
- **CyberSec Asia Certification** — CyberSecAsia.Org, Aug 2022

- **Advanced AI: Deep Reinforcement Learning in Python** — Udemy, May 2019
  Credential ID: UC-7E0W7UPM
- **AWS Certified Associate (All 3) – VPC Security Master** — Udemy, Mar 2019
  Credential ID: UC-YZZS8NI5
- **Deep Learning: Advanced NLP and RNNs** — Udemy, Mar 2019
  Credential ID: UC-BTSLFMNG
- **CP-SAT – Certified Professional Selenium Automation Testing** — Udemy, Mar 2018
  Credential ID: UC-XI6822EC
- **International Certified Wealth Manager** — Certified Wealth Management & Investment LLC, Jun 2015
  Credential ID: 0108/CWMA/LMFEUI-2015
- **Leadership Training for Managers** — Dale Carnegie Training, Sep 2014
- **Actuarial Modelling Techniques** — Deloitte, Sep 2014
- **Business Analytics** — EduPristine, Dec 2014
- **Strategic Thinking** — FranklinCovey, Nov 2013
- **Certified Process Professional (Business Process Management)** — ICMG, Jul 2012
  Credential ID: 949260
- **The 7 Habits of Highly Effective People (Signature Program)** — FranklinCovey, May 2012

EDUCATION

- **BS Computer Science** — Adventist University of the Philippines, 1997 – 2000
- **MBA Coursework (Started at age 17)** — Adventist International Institute of Advanced Studies

SKILLS

Technology Leadership: Director level, CTO, CIO, Strategic Planning, Digital Transformation

AI & Data: AI, Machine Learning, Data Science, Predictive Analytics, NLP, Deep Learning

Emerging Technologies: Blockchain, MetaVerse, IoT, Cloud Computing

Media & Entertainment: OTT, Big Data, Content Distribution

Business & Strategy: Change Management, Risk Management, Innovation, Team Leadership

Security & Compliance: Cybersecurity, IT Governance, Risk Assessment

LANGUAGES

Indonesian (Native/Bilingual) · English (Native/Bilingual) · Tagalog (Full Professional)
Spanish (Elementary) · Chinese (Limited Working)

SPEAKING & TEACHING

International Keynote Speaker & Certified Faculty

Certified Risk Learning Faculty by Risk.net, delivering keynotes and lectures on AI, machine learning, data science, cybersecurity, and digital transformation at leading institutions across Southeast Asia.

Institutions: NUS (National University of Singapore), PSB Academy Singapore, Malaysia Asia Pacific University, Universitas Indonesia

Topics: AI, Machine Learning, Data Science, Cybersecurity, Digital Transformation

Affiliation: LinkedIn Career Advisor (Sep 2017 – Present)