

# Andreas Hanaekan

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## WORK EXPERIENCE

### **Aruna** (*South East Asia's Largest Integrated Fisheries Commerce*)

**Jakarta, ID**

*Product Manager*

*Jan 2023 – July 2023*

- Improved accounting compliance report generation time by 76% in three months by defining detailed product requirements & the definition of done for the monthly releases combining GForm, Autocrat & Form Ranger
- Defined and delivered an internal product roadmap to ensure 100% of branches working capitals request have audit trails by three months by integrating Dropbox Sign & Zapier into the disbursement request flow
- Accelerated fishermen supervisor's app WAU by 60% in three months by rolling out offline to online data upload capability, backdate transaction data update feature and recommending backend stabilization
- Directed a cross-functional 14 members squad consisting of Product Analysts, Data Analyst, Associate Product Managers, Associate Product Designer and UX Researchers using Agile Scrum to develop 6 product roadmaps

### **Zapp** (*London-based quick commerce start-up*)

**London, UK**

*Product Operations Associate*

*Jun 2021 – Oct 2022*

- Designed & deployed 2,000+ products' full life cycle (selection, creation, activation & depletion stages) to expand the product assortment by 33% over six months to keep up with the customers' latest trend
- Accelerated sales performance by 13% WoW by creating trending products carousel and seasonal banners which aligned with users' behaviour to stimulate customers' traction growth & provide relevant assortments
- Decreased stockout items visibility by 20% over six months by aligning cross-functional stakeholders daily and overseeing daily stores assignment analysis to minimize repeatable stockouts experience for customers
- Reduced all product-related issues by 45% QoQ in three months by troubleshooting problems, leading a dedicated slack channel and running a biweekly meeting with the engineers, customer support and local stores
- Developed and deployed Zapp's product master catalogue that contains 2,236 unique product codes over one month by analysing & restructuring 67,000+ products from 30 dark stores across England

### **Haalo** (*Imperial College London's drone-based start-up competition winner*)

**London, UK**

*Co-Founder & Product Manager*

*Nov 2020 – May 2021*

- Conducted 80+ interviews in four different industries in three months to validate Haalo's value proposition and build a drone-based service product that answered the targeted market need
- Secured a commitment letter from a prospective user and the Imperial's Grand Challenge Prize by building & presenting a viable pitch deck in front of investors & Imperial's start-up community

### **KirimAja** (*Garuda Indonesia's Logistic Start-Up*)

**Jakarta, ID**

*Product Manager*

*Mar 2020 – Sep 2020*

- Conducted 40+ internal & external user interviews in one month to identify, translate and prioritize customer's pain points as product backlogs in the quarterly product roadmap
- Reduced order creation time by 50% over three months by building user-friendly fields using Balsamiq to provide a seamless experience in adding address, commodity and dimension into the order form
- Increased Android App downloaders by 100% over three months by designing & deploying new customers' registration, order, & payment journey and features in the mobile app's 1.3 version

### **Garuda Indonesia (GIAA)** (*Indonesia's Best Airline*)

**Jakarta, ID**

*Digital Product Marketing Manager (B2C & B2B)*

*Jan 2019 – Sep 2020*

- Increased company's retail mobile app (GIA Mobile 5.0 version) downloaders by 5% YoY by revamping user flow and features to improve 1 million+ user experience worldwide with the company's latest product
- Expanded B2B channel acquisition by 25% over three months by managing five team members and spearheading the digital migration process of 30 OTA (Online Travel Agents) & 1,500 Corporate Accounts
- Improved three B2B and two B2C distribution channel's sales by 12% YoY by initiating & implementing strategic sales programs contributing to 31% of the company's annual sales

### **Garuda Indonesia (GIAA)** (*Indonesia's Best Airline*)

**Medan, ID**

*Product Marketing Manager Sumatra Region*

*Feb 2015 – Dec 2018*

- Increased Sumatra's biggest travel fairs revenue by 20% YoY by leading 30+ cross-functional team members, developing sales strategies & negotiating top-level partners leaders which accumulated USD 8 million in sales

- Enhanced Medan Sales Office revenue by 7% QoQ by developing and launching three innovative digital programs partnering with Citibank, ANZ and Kesles (Indonesia's lifestyle and payment start-up company)
- Achieved 78% Seat Load Factor Target, 550,000+ passengers target & USD 1.9 million nett sales in one quarter by producing weekly route improvement for top-level management based on flights' daily performance analysis

## EDUCATION

### Imperial College London

*MSc. in Innovation, Entrepreneurship & Management (Merit)*

**London, UK**

*Graduation Date: Sep 2021*

### University of Indonesia

*BEng. in Industrial Engineering (GPA: 3.61)*

**Jakarta, ID**

*Graduation Date: Aug 2014*

## WORK SHOWCASE / PORTFOLIO & CERTIFICATIONS

[Work Showcase](#) | [Personal Website](#) | [Potential Product Exploration](#) | [Web Development Certification](#) | [Python Certification](#) | [MySQL Certification](#)

## SKILLS & INTERESTS

**Skills:** Google Workspace | Tableau | MySQL | Pandas | Python | HTML | CSS | Bootstrap | Javascript | Web3 Development | Dfinity | Internet Computer | React | Node | MongoDB | Mongoose | PowerBI | Azure AI-900 Certification | Slack | Confluence | JIRA | Monday Board | Trello | ClickUp | Balsamiq | Saleor

**Language Skills:** English (Proficient) | Dutch ([Beginner](#): *intensively improving my skill*) | Bahasa (Native)

**Interests:** Product management, Programming language, Web-development, Mobile app development, football

## ACHIEVEMENTS

### Winner of The MBA Grand Challenge Prize (Summer 2021)

**London, UK**

- Created a drone-based solution to accelerate the Search and Rescue process in the UK Rural area. Competed with all Imperial MBA students; assessed by investors and won the Grand Challenge Prize (best business idea), and the 3rd place for the most investable pitch

### Winner of Method London Design Thinking Prize (Summer 2021)

**London, UK**

- Designed a solution for people in wheelchairs, who experience a change in their bodies that exclude them from what mainstream fashion provides; judged by IDEO London team member

### Best Team Video Presentation for OB & HRM Module (Autumn 2020)

**London, UK**

- Developed a concept of Leadership in the New World in a team of 6 people and was voted as the first winner out of 16 teams in the cohort

### Recipient of The Chevening Scholarship (Summer 2020)

**London, UK**

- Selected by the UK government as one of 500+ future global leaders for a one-year postgraduate study for high-achieving talent from developing countries based on professional track records & leadership potential of 63,000+ applicants worldwide