Andreas Hanaekan

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WORK EXPERIENCE

Banct (*London-based fintech start-up*)   **London, UK**
Product Manager   *Oct 2023 – Present*

- As the first product manager hired by the company, I'm currently working on core features such as customer's wallet & beneficiaries feature, invoicing feature, onboarding process, currency exchange process, accounting report feature, integrated login feature, and debit card program management & PCI compliant certification.
- My main role is becoming a bridge which manages the expectations & requirements of the business-related departments with the availability & capability of our development team.
- I translate the expectations and build business logic around them. Then I prioritize the tasks and break them down into smaller, manageable chunks to be consumed by the development team.
- Banct works with several partners such as **CurrencyCloud**, **ClearBan**k, **Plaid**, **TribePayment** and **Transact Payment Limited**. I then must be able to comprehensively understand their API documentation so I can create appropriate tasks for the engineers. I then test the endpoints prepared by the engineers in our Postman folder before we deploy them into our production website.
- For example, I work closely with TribePayment & Transact Payment Limited to prepare a new debit card for our customers. This requires me to ensure our system is well integrated on both the card processor side & the card network side (VISA). I also developed a feature which helps our customers easily make a new Tax Return file by integrating our system with the HMRC (His Majesty's Revenue & Customs) VAT (MTD) API.

Picnic (*Europe's Fastest Growing Online Supermarket*)   **Zaandam, NL**
Shopper – Part Time   *Aug 2023 – Present*

- Achieved 99.7% picking accuracy by efficiently taking the requested items off the fulfilment centre and replenishing low-stock items which helped an average of 183 clients per week.
- Collaborated with 10+ shoppers to accomplish less than 2 injuries per week by consistently implementing safety measures & guidelines in all picking areas (chilled, ambient & frozen).

Aruna (*South East Asia's Largest Integrated Fisheries Commerce*)   **Jakarta, ID**
Product Owner   *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 capital requests 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 Owners, 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](url) (*Imperial College London's drone-based start-up competition winner*)   **London, UK**
Co-Founder   *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](url) (*Garuda Indonesia's Logistic Start-Up*)   **Jakarta, ID**
Product Owner   *Mar 2020 – Sep 2020*
- Conducted 40+ internal & external user interviews in one month to identify, translate and prioritize customers' 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)](url) (*Indonesia's Best Airline*)   **Jakarta, ID**
Digital Product Owner (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 channels' sales by 12% YoY by initiating & implementing strategic sales programs contributing to 31% of the company's annual sales

[Garuda Indonesia (GIAA)](url) (*Indonesia's Best Airline*)   **Medan, ID**
Associate Product Owner   *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   **London, UK**
MSc. in Innovation, Entrepreneurship & Management (Merit)   *Graduation Date: Sep 2021*

University of Indonesia   **Jakarta, ID**
BEng. in Industrial Engineering (GPA: 3.61)   *Graduation Date: Aug 2014*

WORK SHOWCASE / PORTFOLIO & CERTIFICATIONS

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

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](url): *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