

Andreas Hanaekan

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WORK EXPERIENCE

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

Jakarta, ID

Product Manager

Jan 2023 – Present

- Improved accounting compliance report generation time by 76% in three months by formulating & implementing a unique method 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](#)

WORK ELIGIBILITY IN THE NETHERLANDS (NO VISA SPONSORSHIP NEEDED)

Currently Eligible to Work Unconditionally in the NL through the Zoekjaar Visa Program

- A Netherlands employer doesn't need to sponsor me as I will collect my residence permit on July 19th, and then I will get my BSN on July 21st.
- Here is the [proof](#) of my work eligibility in the Netherlands.

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

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