

Fury Oktria Putra (He/Him)

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Professional Experience

Bareksa (PT. Teman Bisnis Digital) - Senior Product Manager Jan 2025 - Present

Bareksa, Indonesia's leading investment-tech platform specializing in mutual fund, stock and gold investments, delivering incisive market insights and innovative, data-driven solutions that empower investors to optimize their portfolios with strategic asset management.

- **Product - Capital Stock Management**, successfully in maintaining > IDR 60 Billion weekly transaction of an end-to-end journey of Bareksa Investor for stock transaction in mobile and desktop apps.
- **Product - Payment Management**, responsible for maximizing a seamless cash-in and cash-out of > IDR 200 Bio of Bareksa Investor. Cross partnership with several mutual partners; Xendit, OY!, OVO, LinkAja, Danamon and BCA Bank.
- **Product - Internal Dashboard - Sales and Business Agent Dashboard**, maintain the super-tools of the internal customer experience and business department for daily operational inquiry issue to maximize Asset Under Management in the escrow account > 3 Months with IDR 8 Trillion of Gross Merchant Transaction.

Teman Bisnis Digital (PT. Teman Bisnis Digital) - CEO and Co-Founder Jun 2023 - Present

A software house venture developed by Fury to help start-up founders deliver the product discovery, delivery and go-to-market from 0 to beyond. Serving Southeast Asia Market.

- **Dash Electric Project**, a B2B platform to become Indonesia's largest EV fleet of on-demand delivery drivers. A hyper-local logistics service with headquarters in Jakarta, Indonesia, helping businesses book, track, and manage deliveries at scale. An Antler Indonesia Portfolio, cohort ID5. **Led and orchestrated the team with one (1) UX Designers, one (1) technical lead, and four (4) software engineers** to develop the product digital platform from scratch; driver-app using Android App with key-feature of driver-scheduling and order-management, web back-office to configure driver and order data from scratch and web portal for Dash client to maintain the inbound delivery with Host-to-host scheme.
- **Tumbuh.in Project**, an all-in-one solution for seamless loan and line-of-credit management, tailored to meet business needs. An Antler Indonesia Portfolio, cohort ID4. **Led and orchestrated the team with six (6) software engineers and one (1) QA (Quality Assurance)** to develop the product digital platform from scratch; SDK web back-office of lenders so can track the latest project investment and web-back-office for internal team support.
- **IKN - Nusantara Gateway Project**, in collaboration with AzuraLabs Software House, delivers end-to-end API Gateway management to **orchestrate up to 29K different partners** to connect with the new capital city of Indonesia, Nusantara. Several modules are established such as API Gateway, API Management, User Management, Workflow Automation, Logging, and Traffic Monitoring **as an orchestrator for 16 engineers** to deliver the product until it successfully rolls out on the IKN - Server.

AI Business Institute (PT. Digital Skala Profita) - Subject Matter Expert (Part-time) July 2024 – Present

AI Business Institute, the leader in enterprise AI training in South East Asia, helps businesses unlock the power of AI with their comprehensive training programs in AI Product Management, Enterprise AI Strategy, and Production-Grade Machine Learning.

- Orchestrate an Artificial Intelligence research and Implementation of Jamkrindo (Jaminan Kredit Indonesia - A state-owned company in Indonesia) to accelerate the business efficiency **up to two digits of cost efficiency** for all lines of business within Jamkrindo.

WINTERMAR (PT. Wintermar Offshore Company) - Product Lead (Contract-based) June 2023 – Dec 2023

Wintermar provides comprehensive offshore marine solutions for the oil & gas industry, utilizing advanced technology and operating across 12+ countries in Asia Pacific (APAC).

- Orchestrate a digital transformation of Wintermar Company to support the growth of the revenue target of **more than 5% Year-on-Year (YoY)**.
- Lead a team with two (2) UI/X Designers and four (4) software engineering people to build three (3) main product ecosystems from scratch (**Vessel Operation Platform, Onshore Platform, Audit App**) with the new approach of Product Development Scheme (**Product Discovery, Product Delivery and Go To Market**).

GOTOKO - (GOJEK Group, PT. Gerai Cepat Untung) - Senior Product Manager, Core Product Mar 2022 – May 2023

A joint venture company between Unilever and GOTO (Gojek & Tokopedia) Group, serving millions of undeserved retailers across Java and Bali in Indonesia.

- Manage relationships with more than **10 different roles** of stakeholders (such as Central Master, Finance Business Partner, and Operation Excellence) within product scope; **SKU Management, User Management, Inventory Management, Pricing Management, and Order to Cash Journey** on the Android App.
- **Reduce SLA from +- 48 hours into below 10 minutes** for Central Master Team on maintaining > 550 Product SKU Data by creating a dedicated dashboard of Stock Keeping Unit (SKU) Management.
- Deliver a new business model of **Ready Stock Purchasing within two (2) weeks** and successfully increase the average basket size of warung on Bali's coverage **>IDR 1 Million**.
- Supporting **10x GMV growth** of the company (2021 vs. 2022) with better performance of search and Order-to-Cash Journey on GOTOKO's Android app **below 2 seconds** per request.

FROST & SULLIVAN - Independent Contractor (Part-time)

Jan 2023 – Jun 2023

On behalf of Frost & Sullivan (world consulting firm) as an advisor for a specific financial technology company in Indonesia called Finnet (PT. Finnet Indonesia), a subsidiary company of Telkom Indonesia.

- Provide product development strategy and business advice to the Finnet C-level, for five (5) different financial technology products (**Payment Gateway, E-Wallet, Billing, Voucher, and Remittance**).
- Deliver market research documents using **competitive analysis methods** (compared with the top 3 players of each product in the Indonesia and Southeast Asia markets) every month.

DOKU (PT. Nusa Satu Inti Artha) - Product Manager, Growth Tribe

Nov 2020 – Mar 2022

DOKU, Indonesia's leading payment gateway with millions of users processing, billion transactions annually, empowers businesses and consumers with seamless online and offline payment solutions.

- Deliver Payment Link, Assisted Integration, and Jokul Retail as new products to achieve target 2021 creating revenue of more than **IDR 217 Billion** until Q1 2022 with **triple digits** (by percentage) of monthly user growth.
- Deliver WhatsApp Link to support another way of Payment Link and increase the average basket size per transaction is **more than IDR 1 Million**.

ALTERRA (PT. Alterra Teknologi Indonesia) - Associate Product Manager

Jan 2020 – June 2020

Alterra Indonesia, a leading B2B tech company in Indonesia, connects bill issuers, digital commerce platforms, and end-users through its innovative platform, facilitating millions of transactions every month.

- Work with another business arm of Alterra, called Bimasakti Alterra to manage Enterprise Resource (ERP) ideation and development for Public Water Company (PDAM - *Perusahaan Daerah Air Minum*) purposes and maintain **++75 partner of digital product issue in ERP** of Public Water Company across Indonesia.
- Establish a new way **Product Development Life Cycle** (PDLC) scheme on Alterra with Product Discovery, Product Delivery and Go-To-Market Strategy.

PAYFAZZ (PT. Payfazz Teknologi Nusantara) - Associate Product Manager, Cash-In

June 2019 – Dec 2019

Payfazz is a financial services agent network enabling micro business owners (warung) in Indonesia to carry out money transfers, cash withdrawals, recharge and bill payments through an all-in-one platform. Backed and supported by prominent investors including Tiger Global, Insignia Venture Partners, B Capital, and BRI Ventures.

- Handle cash-in services in Payfazz Agent App; four (4) different Bank Transfer channels, four (4) different Virtual Account channels, two (2) different Convenience Store channels with build a mutual partnership with two (2) different Payment Gateways; Nicepay and Faspay to maintain the uptime of the **service-ability system by 99.99%** during the operational time.
- **Reduce 27%** total subsidy of Payfazz (**equal to Billion Rupiahs**) with some technical and policy ways (Semester 1 vs Semester 2 2019).

Education**Universitas Gadjah Mada - B. Eng in Industrial Engineering**

Aug 2014 - Sep 2018

Mentorship, Consultation, and Lecture**Universitas Ahmad Dahlan - Practitioner Lecturer**

Mar 2024 - Present

Universitas Ahmad Dahlan is one of the prominent universities in Indonesia. Work with Industrial Engineering Program Study.

- The invited lecturer shared a lecture about the fundamentals of Product Design and Development knowledge and structuring the right Product Design and Development organization. The session has an impact on **> 150 students** in two major sessions.

APIARY ACADEMY - Product Management Instructor

Jan 2021 - Present

Apiary Academy is the platform to equip Indonesians with digital skills and a growth mindset to flourish in the tech industry.

- As an instructor for fresh graduates and career switcher to product management in Cohort 3, Cohort 6 and Cohort 7 of Product Management Courses, and give impact for **> 30 students**.
- **Moderator of the First event of the Indonesia Product Conference** to assist Mr. Gurun Nevada and Mr. Pramudono in talking about the Product Development Strategy and Hook Model.

ADPLIST - Product Management Mentor

Jan 2021 - Present

ADPLIST is a global community connecting mentors and learners for free career and design expertise.

- Give impact for **>100 people** across Indonesia, Singapore, India, Pakistan, and Turkey with a total duration of **> 3000 minutes** (30 Minutes per session).

REVOU - Product Management Facilitator

Jun 2022 - Oct 2022

RevoU empowers individuals to launch and accelerate careers in the tech industry through its online bootcamp and personalized mentorship, connecting them with real-world projects and top companies in Southeast Asia.

- As a facilitator in two sessions, August and October for more than **200 students** of the *Kampus Merdeka Program* across nations and teach them about basic fundamentals of product management.

Binara Academy is a tech education platform providing intensive programs to equip individuals with the skills needed for a career in the digital field, focusing on coding, data science, and UI/UX design.

- Facilitate and teach **20 university students** (*Kelas Merdeka Program*) nationwide..
- Facilitate and teach **30 students** from various backgrounds e.g. project manager, UIX Designer and business development.
- **Define the Product Management Curriculum** for the 2nd batch of the *Kelas Merdeka Program* in the 11 Chapters based on Product Discovery, Delivery and Go-to-Market Strategy approaches.

Skills

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| Programming Language: | SQL |
| Technology: | v0.dev, bolt.new, Google Suite, Microsoft Suite, Trello, Jira, Atlassian, Figma, MySQL, PopSQL, Github, Postman, Lark, Slack. |
| Expertise: | Supply Chain Management (SCM), Enterprise Resource Planning (ERP), Financial Technology (Fintech), Payment Gateway, P2P Lending, Last Mile Delivery, Market Research, Product Management, Product Strategy, Business Strategy, Warehouse Management System (WMS), Product Lead, Coaching, Consultant, Marketing, Brand Management. |