Rachmawaty Sudirman

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Customer Analytics and Product Management | Digital Transformation and Innovation | MIT MBA

10+ years delivering business growth through advanced analytics, AI, and large-scale system transformation. Leading with vision and compassion. Proven track record leading cross-functional teams of 40+ to launch loyalty platforms, AI-powered recommendation engines, and executive dashboards enabling strategic business insights.

EDUCATION

SLOAN SCHOOL OF MANAGEMENT, MASSACHUSETTS INSTITUTE OF TECHNOLOGY, Cambridge, US   Expected May 2026
Master of Business Administration, Sloan Fellows Program
- Business Analytics and Product Management Certificates; Telkomsel Scholarship Awardee
- Analytics Lab (CMA CGM): developed classical machine learning models (NLP) used for email categorization
- Product Management Lab (Nasdaq): designed product strategy and roadmap for AI defensibility in SaaS

THE UNIVERSITY OF MANCHESTER, Manchester, UK   December 2016
Master of Science (Distinction), Advanced Computer Science and IT Management (Information Management)
- Best Master's Research Poster at BCSWomen Lovelace Colloquium UK; Indonesia LPDP Scholarship Awardee

BANDUNG INSTITUTE OF TECHNOLOGY, Bandung, Indonesia   October 2013
Bachelor of Engineering, Informatics Engineering

EXPERIENCE

TELKOMSEL - *Indonesia's largest telecommunication operator with 160M+ subscribers*	2017-2025
Senior Technical Business Lead - Loyalty Products and Analytics of Business Solutions Management Group	2023-2025
Data (Tech) Product Manager - Consumer Analytics and Data Solutions; Digital Channel and Product	2018-2023
Associate - Customer Experience and Service Evaluation	2017-2018

Product and Analytics
- Oversaw cross-functional teams of 40+ for system and data migration of 9M+ customers, system integration, and development of loyalty features and merchant management serving 25M+ high-value customers.
- Designed loyalty roadmap and strategy, improved customer journey and experience through new loyalty programs, features, enablement, and development, and boosted loyalty benefits redemption rates of 10M+ annual transactions.
- Defined product vision, metrics, and roadmap for an AI/ML-driven Next Best Offer and dynamic merchandising engine; designed, launched, and scaled personalized mobile offers, generating $120K in new revenue stream annually.
- Led data teams of 25+ for business intelligence system transformation and development of marketing analytics pipeline, including campaign management system and executive-level dashboards for CMO.
- Standardized and simplified merchant onboarding process through journey revamp and API integration.
- Managed large-scale 160M customer data ecosystems with 300+ parameters and petabytes of Telco transactional data that achieved up to 60% of broadband revenue, simplified and uplifted campaign response rates up to 10%
- Led cross-functional teams for mobile application development for 40M+ monthly active users, improved digital customer experience, such as loan products and credit scoring, telco usage limit settings for prepaid customers, and an annual customer milestone page, which increased Monthly Active Users by 2M+.

Customer Experience and Service Evaluation
- Conducted customer journey analysis and market research (focus groups, interviews, data analysis) to identify pain points to improve service design, monetization, and engagement opportunities as part of product discovery.
- Recommended simplification initiatives that improved customer journey, user experience, and Net Promoter Score (NPS) across core consumer products.

LAPI DIVUSI - *Bandung Institute of Technology Consulting and Research Unit*	2013-2014, 2016-2017

Data Management and IT Consultant
- Designed and implemented a data warehouse system for 70+ public healthcare centers in Indonesia.
- Implemented digital transformation for drilling and asset management in Indonesia's largest oil and gas company.

KLEORA (PRELO) – *Secondhand E-commerce Startup*	2015-2015

Software Engineer
- Designed and developed a database system and backend service using a test-driven development approach.

ADDITIONAL INFORMATION

- **Technical skills:** Proficient in SQL: PostgresQL, HiveQL. Good understanding of Python, R, Tableau, ML/AI concepts.
- **Product skills:** Product development, roadmap, growth, and strategy. System transformation and change management.
- **Interests:** Formula 1, Badminton, Travelling
- **Language:** English, Indonesian

AWARDS AND RECOGNITION

1st Winner of Telkomsel InnoXtion Award in Process Category	2021
1st Winner of High Value Customer Analytics (Telkomsel x Boston Consulting Group)	2019
1st Winner of Master Research Poster at BCSWomen Lovelace Colloquium	2016