

## Contact

Jakarta, Indonesia  
+6282122887770 (Mobile)  
edmundsitumorang@gmail.com

[www.linkedin.com/in/situmorang](http://www.linkedin.com/in/situmorang)  
(LinkedIn)

## Top Skills

Over-the-Top Content (OTT)  
Director level  
Digital Transformation

## Languages

Indonesian (Native or Bilingual)  
English (Native or Bilingual)  
Tagalog (Full Professional)  
Spanish (Elementary)  
Chinese (Limited Working)

## Certifications

Certified Risk Learning Faculty  
credential  
Advanced AI: Deep Reinforcement  
Learning in Python  
Business Analytics  
CP-SAT - Certified Professional  
Selenium Automation Testing  
AWS Certified Associate (All 3) -  
VPC Security Master

## Honors-Awards

Innovation - First Life Insurance to  
provide Down Payment on Claim  
Innovation - First and Most activation  
on Life Insurance Card  
CIO 100 - Innovation

# Edmund Situmorang

Chief Technology Officer | Innovation | Artificial Intelligence | AI  
Expert - NLP Indonesian | Data Science | CIO | CTO  
Jakarta, Indonesia

## Summary

Edmund Situmorang as the Head of Strategy & Transformation of Bumi Resources, has over 15 years of senior management experience in multiple businesses across verticals and horizontal streams, from financial Industry such as banking, insure-tech and fintech fields, as well as tech development in artificial intelligence and blockchain. He is passionate about Strategy, Technology with speciality in AI and IoT, and Human Capital Development with a motto of "Invest in People". Has been invited in many International Leader's Summit to speak keynote on CyberSecurity, AI, Machine Learning, Data Science, Digital Transformation and Marketing. Actively engaging as a community resource as well as fostering the startup community. Has been studying abroad since early teens, graduated High School in the Philippines and finished his bachelor's degree in Computer Science and took on Master's in Business at the age of 17. Worked in United States for 11 years as Programmer and Strategist, and enthusiastic about technology especially in the development of meta-verse and blockchain.

Came to Indonesia 7 years ago to take on the role of Head of Corporate Strategy and Risk, under the CEO, and been working in prestigious and largest bank in Indonesia BCA as Product Development in one of it's subsidiary company BCA Life. Had started a FINTECH as the newest competitive financial capital and created an artificial intelligence system with Natural Language Processing that talks and understands Indonesian Slang. Currently joined one of the biggest MNC in Indonesia which is Sinarmas as a CTO in one of their subsidiary, PRODIGI.

---

## Experience

MD Now  
Director  
April 2025 - Present (7 months)

Jakarta, Indonesia

Building an OTT Platform for MD Group

## MD CORP

Group Chief Technology Officer

February 2025 - Present (9 months)

Jakarta, Indonesia

MD Corp is the parent company of MD Entertainment.

### ➤ Technology & Digital Infrastructure Development

- Develop a next-generation big data platform to support pre and post-production workflows, including real-time commercial reporting, audience insights, and social listening tools.
- Architect and launch a multi-platform OTT solution, integrating third-party services for content distribution, monetization, and audience engagement.
- Build and implement a robust cyber security framework to protect business unit assets and ensure compliance with global security standards.
- Establish a scalable technology infrastructure, ensuring high availability, security, and operational efficiency.

### ➤ Business Transformation & Strategic Integration

- Lead the digital transformation strategy, leveraging AI, automation, and data-driven decision-making to optimize operations and drive new revenue streams.
  - Integrate non-media businesses into the media ecosystem, enabling cross-industry synergies and digital-first business models.
  - Develop technology-driven business solutions that enhance content production, distribution, and audience engagement across multiple platforms.
  - Partner with key stakeholders to align technology investments with business expansion and international growth strategies.
- ### ➤ Leadership & Innovation
- Build and mentor a high-performing technology and infrastructure team capable of supporting MD's business unit rapid growth.
  - Stay ahead of emerging technologies, ensuring MD remains a leader in digital media and entertainment.

- Foster a culture of continuous innovation, encouraging collaboration between technology, content, and business teams.
- Establish strategic partnerships with tech providers, AI platforms, and cloud services to accelerate innovation.

#### Trans Meta Teknologi

Chief Technology Officer and Head of Artificial Intelligence

November 2023 - Present (2 years)

Jakarta, Indonesia

AI Strategy and Roadmap Development

AI Solution Design and Implementation

AI Talent Acquisition and Training

#### PT. BUMI Resources, Tbk.

Head of Strategy and Transformation

September 2023 - November 2023 (3 months)

Jakarta, Indonesia

#### Sinarmas Mining

2 years 6 months

Head of Artificial Intelligence

September 2021 - November 2023 (2 years 3 months)

Jakarta Metropolitan Area

Head of TechConnect Academy (Innovation Center)

June 2021 - September 2023 (2 years 4 months)

#### PT. Asian Bulk Logistics

Chief Technology Officer

July 2022 - September 2023 (1 year 3 months)

Jakarta, Indonesia

#### Prodigi

Chief Technology Officer

August 2021 - July 2022 (1 year)

Jakarta, Indonesia

CTO is responsible for overseeing all technical aspects of the company. The CTO works with Executive Management to grow the company through the use of technological resources.

#### Job Responsibility & Authority:

- \* Develop and implement technology strategies and operational standards according to business needs and aligned with current and long-term business objectives
- \* Lead, direct, evaluate, and develop a team of managers to ensure that the technology strategy is implemented effectively, consistently and according to established guidelines and budgets
- \* Establish the company's technical vision and leads all aspects of the company's technological development
- \* Directs the company's strategic direction, development and sustainable future growth
- \* Develop strategy for internal systems architecture and design, development, and technical operations
- \* Works in consultative fashion with other department heads as an advisor of technologies that may improve their efficiency and effectiveness

#### PT Teknologi Tujuh Asia

##### Chief Technology Officer

2017 - August 2021 (4 years)

Greater Jakarta Area, Indonesia

#### Position Summary:

Responsible for overseeing all technical aspects, data analytics and operations of the company. Establishes a technological vision for an organization and leads the company's technological development. Responsible also for Overseas Recruitment from India and China to ensure high quality workforce. Works with Executive Management to grow the company through the use of technological resources. Using an active and practical approach, directing all employees in IT, Data Analytics and Operation departments to attain the company's strategic goals established in the company's strategic plan.

#### Responsibilities/Duties:

- \* Establish the company's technical vision and leads all aspects of the company's technological development.
- \* Directs the company's strategic direction, development and future growth.
- \* Engaging with India office and manage team remotely.
- \* Ensuring technologies are used efficiently, profitably and securely.
- \*Oversee all system design and changes in system architecture.
- \*Communicate technology strategy to partners and investors.

- \*Works in a consultative fashion with other department heads, such as marketing, production and operations as an advisor of technologies that may improve their efficiency and effectiveness.
- \*Provide leadership to department heads in a fashion that supports the company's culture, mission and values.
- \*Conducts research and case studies on leading edge technologies and makes determinations on the probability of implementation.
- \*Budget planning and control.

#### Projects:

- \*Credit Scoring using Deep Machine Learning (Artificial Intelligence) on Sentiments analysis
- \*Natural Language Processing Algorithm for Indonesian Language including Slang Words, also to be used on Chatbots
- \*Face Recognition as well as object using CNN and Tensorflow to create behavior (personality) analysis
- \*Fintech P2P Platform and Apps
- \*Payment Gateway
- \*Opening IT School in Sumbawa

#### PT Asuransi Jiwa BCA

Head of Strategic Product Marketing, Communication & PMO  
2015 - 2017 (2 years)

Greater Jakarta Area, Indonesia

Departments under Supervision:

Product Development

PMO (Project Management Office)

Strategic Product and Communication

#### MAIN RESPONSIBILITY

Managing the entire product line life cycle from strategic planning to tactical activities. Develop guideliness for each department to ensure quality work. Develop Communication Line with Partners (BCA, Djarum, BCA Subsidiaries, etc) in getting data analysis in creating products tailored for the Target Market.

Develop new distribution channel to increase revenue (Digital Insurance Channel).

#### KEY ACCOUNTABILITIES

Coordinating with channel heads in creating roadmap and strategies for product for Bancassurance, Telemarketing, or Corporate Business.

Reviewing product life cycle and create SWOT Analysis on each product group and provide recommendation on enhancement, withdrawal or development of new product.

Working with all departments to develop and implement a company-wide go-to-market plan through Project Management.

Specify market requirement by conducting market research through FGD, and customer survey by on-going visits.

Develop good relationships with partners and vendors to maximize strategic partnership.

Oversee development of advertising, public relations and all marketing communications to meet product objectives.

Creating competitor's Analysis and SWOT for future products.

Identifying risks and potential for fraud or non-compliance in product execution.

Identify opportunities and impact in the new regulations set by the government in relation to marketing strategies.

IT infrastructure and system development for product Management and deployment through digital channel.

#### MNC Life

Vice President Corporate Strategy and Risk

May 2012 - 2015 (3 years)

Greater Jakarta Area, Indonesia

Responsible Directly to President CEO

#### POSITION MAIN FUNCTION

Develop and driving the set of managerial decision and action that determines the long-run performance of a corporation which includes environmental scanning (both external and internal), strategy formulation (strategic or long range planning), strategy implementation, and evaluation and control.

Departments Under Supervision:

-Risk Management

- Project Management Office
- IT PMO
- MIS
- HRD
- Legal & Compliance
- GA & Procurement

## RESPONSIBILITY AND MAIN DUTY

### Corporate Strategy

- Development and implementation of structured, practical, fact-based approach to strategy development, valuation, and business plans.
- Developing and driving annual corporate strategic plan process, including recommending and communicating strategic focus, developing guideline materials and supporting documents/analysis, and managing the corporate wide process and timelines.
- Consolidating strategic plan outputs and supporting President Director presentations.
- Collaborating with Business Development and Financial Planning & Analysis to ensure strategic alignment in recommendations, and maintenance of top growth initiatives.
- Building and managing Corporate Competitive Intelligence function that provides key competitive insights to organization and is a hub of expertise and linkage to division experts.
- Being the expert on the methodologies and processes for assessing the marketplace. These may include identifying growth opportunities, diagnosing customer needs and behaviour, understanding competitive dynamics, and measuring market trends.
- Collaborating with Marketing Strategy and Analysis to ensure optimal utilization of primary and secondary market research information.
- Building effective working relationships between Corporate Strategic Planning and, and Functions.
- Ensuring that staff is hired, trained, developed/coached, and incented to meet business objectives of Corporate Strategy

### San Gabriel Valley Consortium

#### Regional Resource Manager

December 2010 - April 2012 (1 year 5 months)

\* Responsible for coordination of resources (procurement of services and materials), development, funding as well as events for over 150 agencies as well as 37 cities in San Gabriel Valley. Collaborating and coordinating

multiple project development in the Greater Los Angeles County to increase the capacity and resources in the area.

- \* Prepares strategic business planning. Leads implementation of contracting strategy and plan. Assess budget and risk and perform risk management on major contracting-related risks for projects
- \* Oversees contracting process development - leads negotiation and execution of contracts (including processing valid procurement requests, checking specifications and ToR for completeness and plausibility, maintaining procurement files, drafting tender documents, collaborating with technical, legal, and finance services). Process contracts and ensures legal liabilities (liaise with legal department) and possible system performance issues are identified and addressed.
- \* Develop SOP (Standard Operating Procedures) and contract or MoUs for ensuring best practices in developing partnership with the various organization
- \* Develop alignment regional process and ensure compliance for all government & company regulations; ensure the business adhere to Federal Laws, California Regulations (State Law) and local government laws.
- \* Acquiring company assets and resources, allocation of resources for the San Gabriel Valley Region.
- \* Resource Data Management & Centralized Information for San Gabriel Valley Region.
- \* Responsible for compilation of information and production of a printed resource directory. Will act as liaison between participating agencies and the Countywide Resource Desk.
- \* Perform sustainability activities such as community outreach, grant writing, and program evaluation to ensure the continuation of the community engagement and regional capacity program.
- \* Provide diverse trainings to organizations in the region.

## OPARC

Information Technology Specialist Manager/Acting VP Finance

April 2001 - December 2010 (9 years 9 months)

Montclair, California

- \* Acquiring assets and allocation of resources for the 9 sites that OPARC has
- \* Project management and Contract negotiations, was responsible in procurement of 3 new sites that OPARC has, including it's services and infrastructure.
- \* Negotiate and manage service contracts for: Verizon, Avaya-Lucent Phone System, McAfee, Dell, HP, Microsoft, Blackboud, etc



- \* Quality Assurance and Audits for the 9 sites, developing procedures and lead on implementation.
- \* Enterprise system deployments
- \* Responsible for Technology advancement which include budgeting, project management, outsourcing as well as training.
- \* Training for corporate, group, and individuals which not limited to computer training, eg. Cultural Diversities Training, Financial (AR/AP), Payroll Systems etc.
- \* Creating numerous databases using MS ACCESS to help managing company's asset as well as client management. Creating forms and reports that complies with Health care Authorities (Department of Health and Rehab, CCL, IRC,SPGV,etc)
- \* Responsible for computer support for 9 sites in Ontario, Montclair, Rancho Cucamonga, and Upland area. Diagnose computer, peripherals, faxes and other office equipment problems and recommend repairs or replacement. Collect and process statistical data.
- \* Develop and providing support for networking or wireless networking, VPN and thin clients, develop infrastructure as well as administering for all of our Windows Server 2003 Enterprise Edition, SBS2003 Servers, Novell Servers, Exchange Server 2007, ISA Server 2007, SharePoint Server 2007, Cisco ASA 5505 Firewall as well as switches.
- \* Develop websites and website forms and applications. Also building Sharepoint sites for collaboration between sites.
- \* Multiple Project Management, ranging from creating infrastructure as well as network build up from ground up, video surveillance, Sharepoint sites building, Thin Clients and VPN's, collaboration with other project managers.

## Spectrum Information Services

### IT Tech

March 2001 - April 2003 (2 years 2 months)

Programmer, IT

Technical Support and Network Management, Programming File and Document Management Application for the Network.

Quality Assurance for OCR products.

Colaborate in creating database for OCR product management.

## RockCreek

### Facility Manager

September 2000 - March 2002 (1 year 7 months)

Claremont, CA

Direct Support

---

## Education

Adventist University of the Philippines

Bachelor of Science, Computer Science · (1997 - 2000)

Adventist International Institute of Advanced Studies

Master, Business Administration