

# Tatang Haryadi

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## Summary

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Launched portfolio of products for travel, retail and F&B industries. Scaled up social commerce platforms in Indonesia, Vietnam and the Philippines to 1.5 million MAU. Successfully turned around multi-million dollar digital transformation projects. Fast-tracked PMF, from SaaS, automation to IoT.

Led a global technology team of up to 50. Early in career, built offshore IT services startups. Later, implemented ERP systems, managed B2B2C ecommerce operations and drove omnichannel initiatives at public listed and multinational companies. Then optimized technology strategy for startups.

## Experience

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### Fractional CTO | Independent

2024 – present

- Architected a menu planning system MVP utilizing LLM and VertexAI vector search to query product mix data in BigQuery and infer location-specific variations.

### Director of Engineering | Yummy Corp (Kuliner Digital Sejahtera, PT)

2021 - 2024

- Reduced 80% ICT expenses by refactoring the entire technology platform, AWS-to-GCP migration and repurchasing cloud native ERP.
- Increased RPR by taking ownership of product management and driving the roadmap for new B2B value-added services and loyalty features.
- Partnered with Operations to minimize waste by developing an ESP32 IoT system for temperature monitoring, energy metering and AI-on-the-edge detection via EMQX.
- Achieved 50% faster release cycle by improving DX; introducing GitHub Actions, Terraform and Go; and leveraging GCP technologies.
- Optimized IT overhead by developing trainee and upskilling programs; and outsourcing for specialized expertise.

### Chief Technology Officer | Sophie Paris Indonesia, PT

2012 - 2021

- Engineered turnaround in IT performance which accelerated the 3 years behind schedule B2B2C ecommerce transformation into completion in 9 months.
- Rescued a USD 3 millions ERP/WMS migration project by implementing the new WMS while retaining legacy ERP system for financial and manufacturing, realizing the ROI.
- Drove customer LTV growth by leading the Product Team in developing seamless omnichannel UX across e-commerce, point-of-sale, and loyalty systems.
- Enabled distributor 360 view by consolidating disparate sales, stock and assortment data into cohesive PowerBI dashboards.
- Led a global cross-functional team in harmonizing IT systems for affiliates in Vietnam, Malaysia, and the Philippines, enabling future expansion in the region.

<b>Head of Information Technology   Panorama Transportasi Tbk., PT (WEHA.JK)</b>	<b>2007 - 2012</b>
<b>IT Manager   Panorama Sentrawisata Tbk., PT (PANR.JK)</b>	<b>2002 - 2006</b>
<b>Project Manager   GlobalTech Computer Konsultindo, PT</b>	<b>2000 - 2002</b>
<b>System Analyst   Robat in't Veld Formatie bv</b>	<b>1998 - 1999</b>
<b>Computer Programmer   Stuppa Indonesia, PT</b>	<b>1995 - 1998</b>

## Education

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<b>BSc Information Technology, UKDW</b>	<b>1996</b>
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## Project Highlights

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### **Restaurant Technology Platform | Flutter, React, Go, PostgreSQL, GCP**

Front and back of house technology solution for the restaurant industry: point-of-sale, kitchen display system, loyalty program and real-time analytics.

### **Ghost Kitchen SaaS | React, GraphQL, RabbitMQ, MongoDB, GCP**

End-to-end platform for ghost kitchen operators: (1) Centralized menu management for multiple delivery platforms; (2) Order fulfillment and raw materials consumption tracking; (3) Integration with ERP system.

### **Digital Food Court Apps | Kotlin, React, Kafka, MySQL, AWS**

Customer self-service apps: (1) self-order kiosk; (2) online self-order; (3) queue management system.

### **B2B2C Ecommerce Platform | Magento, AWS**

B2B2C ecommerce platform for distributors to purchase and sell: (1) Customized UI/UX and microsites for distributor online stores; (2) Promotion extensions; (3) Integration with ERP, WMS, payment gateways and 3PLs.

### **Digital Transformation | JDA WMS, Axapta, QlikView, Azure**

Sales and warehouse operations digital transformation: (1) new WMS implementation with integration to ERP; (2) Distributor point-of-sale system with purchase and good receipt features; (3) real-time compensation engine.

## Skills

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- Product Management: Agile, DORA
- ERP: Financial, Order, Supply Chain (Inventory, Warehouse and Manufacturing)
- AI/ML: LLM (Gemini), RAG (Vertex AI, LangChain, BigQuery), Python
- Tech Stack: Flutter (Firebase), TypeScript (React, Next.js), Go (microservices), SQL
- DevOps: GitHub Actions, Terraform, GCP (Cloud Run, Pub/Sub, PostgreSQL), Redis, MongoDB