

DESIREE HELLENE

EXECUTIVE DATA & BUSINESS TRANSFORMATION LEADER

Establishing Data Culture & Governance in Enterprise Organizations | Data Strategy & Governance | Driving Business Transformation through Enterprise Data | Building High-Performing Data Teams | Delivering Predictive Insights for Executive Decision-Making | AI Integration to Accelerate Business Growth

📍 Jakarta, Indonesia

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EXECUTIVE SUMMARY

Senior Data and Technology Leader with **over 15 years of hands-on experience** helping organizations make smarter decisions, modernize legacy systems, and build high-trust data cultures. Known for connecting executive vision with practical, ground-level execution—from helping manufacturing plants predict maintenance needs and cut waste, to leading nationwide survey studies of 750,000 respondents delivered in days with zero data defects. Proven success spearheading paper-to-digital transformations that eliminated 75% of operational delays, securing corporate ISO 9001:2015 certification for Data Management, and establishing practical data literacy and AI learning programs for thousands of employees. A passionate mentor and certified coach dedicated to building collaborative, high-retention engineering teams (8.5/10 satisfaction index) where people thrive and take pride in their work.

EXECUTIVE COMPETENCIES & STRATEGIC DOMAINS

Data Governance & Quality Standards (ISO 9001)

Establishing clear, practical SOPs for collecting, verifying, and organizing data so teams across departments can trust their numbers.

Modern Platforms & Pragmatic AI

Designing realistic roadmaps for cloud data platforms and machine learning—focusing on solving everyday operational bottlenecks rather than chasing hype.

Reliable Analytics & Reporting

Building dependable, automated reporting pipelines and dashboards that deliver timely numbers to leadership under strict deadlines.

Digital Process Modernization

Transitioning paper-heavy, manual operations into smooth digital systems—cutting out 60% of processing time and removing workflow friction.

Operations & Supply Chain Improvements

Applying practical data modeling to optimize factory maintenance, balance warehouse inventory, and reduce empty freight trips to protect working capital.

People Leadership & Data Culture

Certified executive coach with a deep commitment to developing technical talent and teaching non-technical teams how to use data with confidence.

PROFESSIONAL EXPERIENCE

Research & Data Analytics Lead • KAPAL API GROUP

2023 – Present | Jakarta, Indonesia

- **Company-Wide Data Strategy & Governance:** Formulated and led the enterprise data roadmap across manufacturing plants, supply chain, finance, and marketing—creating a single, trusted source of truth for cross-departmental decision making.
- **Enterprise Data Maturity Assessment:** Conducted a comprehensive maturity assessment across data, talent, technology, and infrastructure to build clear, realistic transformation roadmaps for group leadership.
- **5-Level Data Literacy & AI Curriculum:** Designed and launched an 80+ hour blended learning program across 5 skill tiers (Aware, Proficient, Savvy, Driven, Transformed), helping analysts, engineers, and division heads apply practical data and AI in their daily roles.
- **Manufacturing & Predictive Maintenance:** Introduced machine learning models on factory packaging lines to anticipate equipment wear and schedule preventative maintenance; developed digital twin models for extraction processes to safeguard product flavor profiles while lowering trial costs.
- **Supply Chain & Inventory Optimization:** Built inventory holding cost simulation models to prevent warehouse overloading, and established fleet GPS tracking models that reduced empty return trips from 15–20% monthly.
- **Commercial Pricing & Financial Analysis:** Analyzed outlet transaction patterns using clustering algorithms to establish fair, tiered commercial pricing, and supported export financing models utilizing government credit facilities to optimize borrowing costs.

Head of Data Management • KANTAR

2015 – 2022 | Jakarta, Indonesia

- **Nationwide Mega-Study Data Operations:** Directed quantitative data operations for a major government program surveying 750,000 respondents across 30 provinces and 250 cities—delivering interactive dashboards to stakeholders in just 3 to 10 days with zero data defects.
- **Enterprise Digital Process Shift:** Led the organizational shift from paper questionnaires to mobile and online survey tools, cutting manual processing time by 60% and eliminating 75% of repetitive administrative tasks.
- **Cross-Departmental Data Integration:** Connected field operations, data processing, and accounting workflows into a cohesive pipeline, accelerating project closeouts and vendor payouts by 60%.
- **High-Retention Engineering Team Culture:** Created structured learning paths and capability rubrics for technical staff, cultivating an elite engineering team with an 8.5/10 internal satisfaction rating and over 5-year average retention among senior staff.

PROFESSIONAL EXPERIENCE (CONTINUED)

Senior Data Manager • KANTAR 2010 – 2015 | Jakarta, Indonesia

- **ISO 9001:2015 Certification Leadership:** Spearheaded Kantar's quality management certification for data operations, authoring standard procedures for data capture, cleaning, verification, and archiving.
- **Automated Data Transformations:** Built standardized calculation templates and automated formulas for recurring research projects, cutting standard client delivery turnaround in half.
- **Analytics & Data Security Protocols:** Established clear visualization guidelines bridging research consultants and data programmers, and implemented secure data storage protocols to protect sensitive client records.

Data Manager • KANTAR (TNS) 2005 – 2010 | Jakarta, Indonesia

- **Data Expert Unit Commercial Growth:** Recruited, trained, and mentored the specialized Data Expert team, supporting business development efforts that drove 10%–20% annual revenue growth.
- **High-Velocity Delivery:** Managed and delivered roughly 50 complex market research analytics studies per month with 100% on-time delivery and strict adherence to quality standards.
- **Regional Technical Committee:** Represented Indonesia on the regional technical committee, leading cross-border data management initiatives for multinational healthcare and energy clients in Malaysia, Thailand, and the Philippines.

Assistant Data Manager & Senior Data Controller • SYNOVATE 1998 – 2005 | Jakarta, Indonesia

- **Foundational Analytics & Tracking:** Promoted through 3 successive roles from Data Controller to Senior Controller and Assistant Data Manager; managed data processing workflows, statistical tabulations, and long-term brand tracking studies.

EDUCATION & ACADEMIC BACKGROUND

Bachelor Degree in Information Technology
Gunadarma University (1993 – 1997) • Jakarta, Indonesia

EXECUTIVE CERTIFICATIONS & CONTINUOUS LEARNING

 **AI & Generative Technology**

- Coursiv AI: ChatGPT, Midjourney, Jasper (2025)
- IDCAMP Indosat: Machine Learning Dev & Python (2022)
- Prompt Engineering & AI Chatbot Development (2024)

 **Data, BI & Agile Management**

- Google Project Management & Agile Specialization (2023)
- Google BI Specialization & Data Analytics with R (2023)
- Refocus: SQL, Power BI, Advanced Python Analysis (2023)

 **FinTech, RegTech & Risk Governance**

- HKUST: FinTech Foundation & Overview (2023)
- HKUST: Security & Regulation (RegTech) (2023)
- HKUST: Risk Management & Disruptive Innovation (2023)

 **Leadership & People Development**

- Professional Coaching Certification (30 practice hrs - 2018)
- Persuasive Communication Skills Masterclass (2017)
- Hosted 7 Life Coaching School Leadership Fellow

EXECUTIVE BOARD REFERENCES

Suresh Subramanian
Chief Executive Officer
Kantar Indonesia (2019 – Present)

Raghavan Srinivasan
Chief Executive Officer
Kantar Indonesia (2016 – 2019)

Monik Nurul Afiah
Senior Vice President HR
SCM Group / ex-Head HR TNS