

EXECUTIVE BRIEFING & STRATEGIC ARCHITECTURE

Transforming Raw Enterprise Data Into Scalable P&L Value, Modern Data Infrastructure & AI-Driven Innovation



An enterprise data and transformation leader with over 15 years of hands-on experience bridging boardroom strategy, high-throughput Big Data engineering, corporate data governance, and AI democratization across global market research powerhouses and multibillion-dollar manufacturing conglomerates.

15+ Years

ENTERPRISE TRACK RECORD

750,000

MEGA-STUDY DATA PIPELINE

-60% / -75%

MANUAL & REDUNDANCY CUT

ISO 9001

DATA MANAGEMENT CERTIFIED

CHIEF DATA OFFICER (CDO)

GOVERNANCE & VALUE

Architecting enterprise data governance, ISO 9001 compliance, single source of truth (SSOT), and monetization of structured & unstructured data assets.

CHIEF TRANSFORMATION OFFICER (CTO)

DIGITAL PROCESS SHIFT

Leading digital migration from legacy manual operations to cloud-native pipelines, reducing processing waste by 75% and instilling company-wide data culture.

CHIEF ANALYTICS OFFICER (CAO)

AI & PREDICTIVE ML

Deploying advanced statistical modeling (BPTO, Sensory, Segmentation), machine learning twins, and enterprise Generative/Agentic AI roadmaps.

THE STRATEGIC DATA CONVICTION:

"Data is the new fuel. People are the drivers. Culture is the engine. AI is the multiplier. Together, we transform business potential into predictable enterprise value."

EXECUTIVE FIT: TECH, DATA CENTER & AI ENTERPRISES

Bridging Boardroom Strategy with Production Engineering

How over 15 years of hands-on data leadership and operational stewardship translates into transformative enterprise leadership for high-growth tech platforms, data center operators, and AI-first ventures.

1. DATA GOVERNANCE & QUALITY ARCHITECTURE (CDO MANDATE)

ZERO-DEFECT INTEGRITY

- ✓ **Institutional Quality Standards:** Spearheaded Kantar's ISO 9001:2015 certification for data management; engineered foolproof SOP guidelines for Data Capture, Validation, Cleaning, and Integration.
- ✓ **Single Source of Truth (SSOT):** Integrated disparate data silos across Operations, Research, Finance, and Supply Chain, accelerating cross-departmental financial reconciliations and billing cycles by 60%.
- ✓ **Regulatory & Security Compliance:** Certified in FinTech Regulation (RegTech) and Risk Management from HKUST; ensuring robust data warehousing protocols, audit trails, and strict data privacy standards.

2. FULL-SCALE DIGITAL PROCESS TRANSFORMATION (CTO MANDATE)

-60% MANUAL OVERHEAD

- ✓ **Paper-to-Cloud Digital Migration:** Led the complete phase-out of manual paper surveys to automated online platforms, eliminating 75% of operational redundancies and accelerating client time-to-insight.
- ✓ **Democratization of Analytics:** Authored and delivered an 80+ hour blended Data Literacy curriculum at Kapal Api Group, graduating hundreds of professionals across 5 maturity tiers from basic literacy to advanced AI.
- ✓ **Enterprise Data Maturity Benchmarking:** Conducted comprehensive institutional assessments based on Dell's Data Maturity Model across Data, People, Technology, and Infrastructure.

3. ADVANCED MACHINE LEARNING & APPLIED AI (CAO MANDATE)

PREDICTIVE ROI

- ✓ **Predictive Factory & Supply Chain Models:** Deployed K-Means machine clustering for packaging machine scrapping/OEE recovery; developed Supervised ML digital twins for beverage extraction R&D.
- ✓ **Financial & Commercial Optimization:** Applied the Simplex linear programming method to capture ~1% interest rate arbitrage in export financing; executed daily POS transaction ML clustering to re-segment pricing tiers.
- ✓ **Modern AI Frontier:** Advanced credentials in Prompt Engineering, AI Chatbot Development, and Agentic AI workflow orchestration for enterprise productivity.

SYSTEMS ARCHITECTURE

End-to-End Enterprise Data Lifecycle & Governance Model

The standardized architectural methodology developed over over 15 years to ensure flawless data flow from ingestion to executive decision-making.

STAGE 1: INGESTION
Data Capture & Acquisition
Online survey engines, IoT factory sensors, GPS fleet telematics, ERP/SAP transactional databases, and external syndicated registries.

STAGE 2: GOVERNANCE
Validation & Cleansing
ISO 9001:2015 automated validation protocols, outlier scrubbing, anomaly detection, deduplication, schema normalization, and metadata tagging.

STAGE 3: PLATFORM
Warehousing & ML Modeling
Structured data warehousing, K-Means clustering, Supervised ML predictive models, Simplex optimization, and Databricks lakehouse integration.

STAGE 4: ACTIVATION
BI & Decision Support
Real-time executive dashboards (Power BI, Tableau), automated alerts, cross-departmental API triggers, and board-level scenario simulation.

DATA MANAGEMENT PROTOCOL MATRIX (ISO 9001:2015 BENCHMARK)			ENTERPRISE AUDIT READY
DOMAIN	CORE METHODOLOGY & IMPLEMENTATION	TARGET METRIC / SLA	EXECUTIVE OUTCOME
Data Capture	Standardized digital intake scripts, mobile validation checks, mandatory constraint logic.	100% Structural Consistency	Zero corrupted survey submissions at point of entry.
Data Cleansing	Algorithmic deduplication, logic rule verification, automated cross-tabulation checks.	<0.01% Error Rate	Cut repetitive data scrubbing time by 50%.
Data Validation	Multi-stage supervisor audits, algorithmic anomaly flags, statistical confidence tests.	Zero-Defect Delivery SLA	Flawless execution on 750,000 respondent national studies.
Data Integration	Relational mapping between Operational field units and Enterprise Finance systems.	Real-Time Data Sync	Accelerated vendor & partner payment cycles by 60%.

RELEVANCE TO DATA CENTER & AI PLATFORMS:
This architectural rigor ensures that high-volume data streams (petabyte scale in data centers or high-frequency telemetry in AI models) enter the pipeline clean, structured, and compliant, preventing costly data rot and infrastructure latency.

LANDMARK PROJECT 01 • QUALITY ASSURANCE

Formulation & Implementation of ISO 9001:2015 Data Guidelines

Leading the institutional engineering of SOPs for Data Capture, Cleaning, Validation, and Integration to secure Kantar's ISO 9001:2015 Data Management Certification.

ISO 9001

QUALITY CERTIFICATION ATTAINED

4 Core SOPs

CAPTURE, CLEAN, VALIDATE, INTEGRATE

50+ Projects/Mo

STANDARDIZED WITHOUT DEFECTS

THE BUSINESS PROBLEM

PROCESS VARIANCE

As Kantar expanded its market research volume to ~50 complex multi-country projects per month, data processing was vulnerable to ad-hoc analyst habits, unstandardized script templates, and inconsistent quality checks.

- ✓ Lack of codified manual guidelines for multi-source data cleaning.
- ✓ Inconsistent validation rubrics leading to manual revisions.
- ✓ Absence of formal international quality certification for client bids.

THE STRATEGIC SOLUTION

CODIFIED EXCELLENCE

Desiree authored and mandated the universal **Data Management Manual Guidelines** across all internal and regional project workflows:

- ✓ **SOP 1 – Data Capture:** Field scripting rules and automated input boundary checks.
- ✓ **SOP 2 – Data Cleaning:** Standardized programmatic formulas for logic scrubbing.
- ✓ **SOP 3 – Validation:** Multi-tiered statistical confidence and anomaly filters.
- ✓ **SOP 4 – Integration:** Automated table merging and relational schema mapping.

BUSINESS VALUE & STRATEGIC IMPACT

COMPETITIVE MOAT

The certification established Kantar as the gold standard for data integrity in Southeast Asia, unlocking enterprise and government procurement tenders that strictly mandate ISO 9001:2015 compliance. Furthermore, standardized formulas directly **reduced project turnaround times by 50%** and enabled seamless technical handover across regional teams in Malaysia, Thailand, and the Philippines.

LANDMARK PROJECT 02 • LARGE-SCALE TRANSFORMATION

Paper-to-Digital Migration & 750K Respondent Mega-Study

Modernizing data operations from manual paper surveys to automated online engines and executing Indonesia's largest rapid government research study.

-60%
MANUAL PROCESSES CUT

-75%
REDUNDANCIES
ELIMINATED

750,000
NATIONWIDE
RESPONDENTS

3-10 Days
RAPID DELIVERY SLA

1. ENTERPRISE DIGITAL TRANSFORMATION (PAPER TO CLOUD ONLINE)

PROCESS AUTOMATION

The Legacy Hurdle:
Paper questionnaires incurred severe courier delays, manual data punch errors, high physical storage costs, and weeks of transcription lag before analysis could even begin.

The Architectural Shift:
Orchestrated 75% transition to mobile/online survey engines with direct cloud database ingestion, automated validation filters, and live operational tabulations.

2. THE 750,000 RESPONDENT NATIONAL GOVERNMENT STUDY (30 PROVINCES, 250 CITIES)

MISSION-CRITICAL SCALE

✓ **Geographic Breadth & Volume:** Ingested, validated, and processed empirical data from 750,000 citizens across 30 Indonesian provinces and 250 municipalities under an ultra-aggressive 3 to 10-day timeline.

✓ **Real-Time Pipeline Architecture:** Established distributed field upload nodes with immediate cloud validation, filtering out invalid or incomplete responses instantaneously.

✓ **Bespoke Executive Visualizations:** Built custom interactive dashboards enabling government leadership to slice metrics dynamically across geographic tiers, demographics, and key sentiment indicators.

Strategic Takeaway:

Proved institutional capacity to manage Big Data scale under extreme deadline pressure—delivering flawless reliability, zero data corruption, and immediate executive actionability.

LANDMARK PROJECT 03 • ANALYTICAL RIGOR

Quantitative Methodologies & Processing Playbook

Developing manual guidelines and algorithmic models for Pricing Studies (BPTO), Sensory Testing, Brand Imagery, U&A Studies, and Market Segmentation.

1. BPTO (BRAND PRICE TRADE-OFF / TURN OVER)

PRICING
ELASTICITY

Simulating real-world purchase choices under changing price ladders to determine price elasticity, optimal price points, and competitor switching thresholds.

• **Impact:** Enabled consumer brands to forecast volume losses and revenue gains prior to market-wide price adjustments.

2. SENSORY TESTING ANALYTICS

R&D VALIDATION

Mathematical modeling of blind product taste, texture, and aroma evaluations, correlating sensory metrics with purchase intent and brand affinity.

• **Impact:** Reduced trial-and-error cycle times for FMCG clients reformulating market-leading food and beverage products.

3. BRAND IMAGERY & U&A STUDIES

CONSUMER
PERCEPTION

Multi-attribute perceptual mapping and Usage & Attitude (U&A) modeling quantifying brand equity, penetration barriers, and consumption frequency.

• **Impact:** Provided Fortune 500 marketers with defensible empirical roadmaps for positioning and multi-channel campaign spend.

4. SEGMENTATION & K-MEANS CLUSTERING

BEHAVIORAL
TARGETING

Multivariate statistical clustering grouping hundreds of thousands of consumers into high-value demographic, behavioral, and psychographic personas.

• **Impact:** Eliminated blanket marketing waste; unlocked precision segmentation across competitive retail categories.

CROSS-DEPARTMENTAL DATA INTEGRATION (OPERATIONS & FINANCE)

60% FASTER PAYMENTS

Engineered an automated data connection bridge linking field operations tracking directly to enterprise finance ledger systems. By automating project milestone signoffs and validator verification, **the payment reconciliation cycle was accelerated by 60%**, eradicating administrative bottlenecks.

LANDMARK PROJECT 04 • TALENT INCUBATION

Tiered Data Analyst Competency Standards & Curriculum

Standardizing hard and soft skills across Associate, Junior, and Senior Data Analysts, establishing transparent promotions, and sustaining high technical retention.

8.5 / 10

TEAM SATISFACTION INDEX

>5 Years

AVG SENIOR STAFF RETENTION

Regional Hub

KANTAR APAC WORKING GROUP

THREE-TIER DATA ANALYST CAPABILITY MATRIX			STANDARDIZED RUBRIC
TIER / ROLE	CORE HARD SKILL COMPETENCIES	SOFT SKILLS & EXECUTIVE OWNERSHIP	
Tier 1: Associate Data Analyst	Data structure formatting, input validation, logic checking, baseline pivot tables, statistical syntax execution (SPSS, Quantum, SurveyToGo).	Attention to detail, SLA discipline, error reporting, adherence to ISO 9001:2015 documentation protocols.	
Tier 2: Junior Data Analyst	Multi-source data merging, algorithmic cleaning, descriptive report compilation, dashboard charting, outlier & anomaly detection.	Independent task prioritization, inter-departmental liaising, root-cause troubleshooting on corrupted data sets.	
Tier 3: Senior Data Analyst	Advanced statistical modeling (BPTO, clustering, regression), dashboard specification design, automated pipeline scripting, data warehousing.	Junior mentorship, executive client presentations, translation of business problems into quantitative models.	

PROMOTION CLARITY & RETENTION

CULTURE FIRST

By eliminating ambiguity around career progression, staff understood exactly which competencies unlocked advancement. The average tenure for senior technical personnel exceeded **5 years**, dramatically curbing expensive turnover in a competitive tech hiring market.

REGIONAL BENCHMARK STATUS

APAC RECOGNITION

Because the Indonesian data unit operated at the highest regional skill benchmark, Kantar APAC tapped Desiree's team as regional key personnel to lead cross-border analytics for multinational energy and healthcare clients in Malaysia, Thailand, and the Philippines.

FMCG STRATEGIC DEPLOYMENTS • PLANT OPERATIONS

Machine Learning for Factory OEE & R&D Flavor Digital Twins

Applying unsupervised and supervised machine learning algorithms to optimize factory packing performance and accelerate R&D product formulation.

PROJECT 01: PACKING MACHINE SCRAPPING & OEE RECOVERY

Methodology: Unsupervised K-Means Clustering (k=3, k=4, k=5)

FACTORY OEE OPTIMIZATION

Context & Challenge:

Plant packaging lines suffered from chronic production bottlenecks due to a diverse machine fleet of varying ages. Management needed an empirical basis to decide which machines required overhaul, full replacement, or complete scrapping.

Key Parameters Evaluated: Total Downtime Hours, MTBF (Mean Time Between Failures), Waste Packaging Value (IDR), and Downtime Loss Value (IDR).

Algorithm & Executive Impact:

Applied **K-Means Clustering** across 3 fleet categories (Low Speed, High Speed, and Premium Product). Grouped machines into distinct clusters based on Euclidean distance to centroids, delivering clear, data-backed capital expenditure recommendations directly improving factory OEE.

PROJECT 02: EXTRACTION PROCESS OPTIMIZATION (R&D DIGITAL TWIN)

Methodology: Supervised Machine Learning & Predictive Simulation

R&D CYCLE ACCELERATION

Context & Challenge:

Historically, beverage extraction formulas were optimized via manual trial-and-error based on individual experience. Machine telemetry data was complex and difficult to process, leading to expensive raw material waste and delayed formulation timelines.

Algorithm & Executive Impact:

Engineered a **Supervised Machine Learning Model** acting as a digital twin for R&D. Enabled scientists to simulate formulation trials digitally while rigorously protecting taste and aroma benchmarks, substantially reducing physical experimentation cycles and production costs.

FMCG STRATEGIC DEPLOYMENTS • SUPPLY CHAIN & WAREHOUSE

Overconsume Material Funnels & Real-Time Inventory Control

Closing data visibility gaps between finance, production output, and warehouse stock levels to curtail raw material waste and eliminate warehouse overloading.

PROJECT 03: OVERCONSUME & OVERWEIGHT ANALYTICS

Methodology: Exploratory Data Analysis (EDA) & Urgency Funnel Analytics

MATERIAL LOSS REDUCTION

- ✓ **The Root-Cause Disconnect:** Finance identified recurring variances between expected material cost and actual output weights across factory lines, warehouse storage, and field dispatch, but lacked visibility into where losses occurred.
- ✓ **Funnel Analysis Architecture:** Developed a comparative tracking system evaluating finished goods output against standard vs. actual raw & packaging consumption, isolating root causes at specific production stages.
- ✓ **Executive Dashboard Deployment:** Provided real-time visibility into WIP (Work-In-Process) and candy stock levels, enabling supervisors to take prompt corrective action and optimize cost of goods sold (COGS).

PROJECT 04: PACKAGING CARRYING COST SIMULATION & WAREHOUSE STOCK CONTROL

Methodology: Deep-Dive Historical PO Modeling & Real-Time Occupancy Tracking

WAREHOUSE OCCUPANCY
OPTIMIZATION

- ✓ **Carrying Cost & Ideal DOI:** Analyzed historical warehouse movements and outstanding purchase orders to build SKU-level simulation models, establishing ideal Days of Inventory (DOI) and suppressing unnecessary holding expenses.
- ✓ **Warehouse Overload Prevention:** Designed the "Stock Controlling Dashboard" monitoring real-time warehouse occupancy, buffer stock, and stock turnover to eliminate costly external pallet/warehouse rentals.
- ✓ **Rolling Forecast Order (ROFO) Integration:** Standardized classification (Overstock, At-Stock, Under-Stock, Out-of-Stock), triggering automated alerts for inter-branch inventory transfers and optimizing replenishment.

FMCG STRATEGIC DEPLOYMENTS • FLEET & TREASURY

Fleet Telematics Route Prediction & Export Financing Optimization

Leveraging hourly GPS telemetry to slash empty truck shipments and applying linear programming to capture interest rate arbitrage in export financing.

PROJECT 05: PREDICTIVE FLEET LEAD TIME & LOGISTICS UTILIZATION

Methodology: GPS Hourly Telematics & Historical Trip Regression

LOGISTICS COST RECOVERY

Operational Dilemma:

Logistics fleet analytics uncovered a **15%–20% monthly rate of empty shipments** and excessive transit windows (3.5 days). Dispatch managers lacked visibility to coordinate backhaul freight or schedule proactive maintenance.

Algorithmic Intervention:

Built predictive lead-time models using origin–destination travel history integrated with live 1–hour GPS pings. Established utilization benchmarks per vehicle and distance tier, empowering commercial teams to backfill freight capacity and reduce idle burn.

PROJECT 06: EXPORT FINANCING INTEREST ARBITRAGE

Methodology: Simplex Linear Programming & Working Capital Optimization

~1% ANNUAL INTEREST EFFICIENCY

Treasury Challenge:

Growing global export sales with extended payment terms (TOP) strained cash flow. The company relied on a single commercial bank facility at **6.1% interest**, while government export agency LPEI offered competitive rates around **5.0%**.

Mathematical Modeling:

Formulated a **Simplex optimization model** analyzing debtor aging, loan rollover risk, and multi-lender credit allocation. Quantified the feasibility of shifting funding to LPEI, securing a **~1% annual interest rate saving** while curtailing loan over-aging risks.

FMCG STRATEGIC DEPLOYMENTS • REVENUE MANAGEMENT

Machine Learning Price Elasticity & Customer Retention Cohorts

Uncovering true consumer price sensitivity across retail outlets and modeling membership lifetime value to guide strategic commercial investments.

PROJECT 07: OUTLET PRICE ELASTICITY & MACHINE LEARNING RE-SEGMENTATION

Methodology: Machine Learning Transactional Clustering & Elasticity Modeling

RE-TIERED PRICING
STRATEGY

- ✓ **The Commercial Ambiguity:** Pricing adjustments were historically applied across 4 arbitrary geographical classifications without verifying whether outlets actually shared similar demand elasticity.
- ✓ **Granular Machine Learning Clustering:** Evaluated daily POS/EMR transactional records across transaction volume, invoice value, items per order, local area population, and per-capita expenditure.
- ✓ **Actionable Strategic Outcome:** Demonstrated that geographic area was an inaccurate predictor of elasticity. Re-categorized the entire estate into **3 optimized behavioral outlet clusters**, protecting sales volumes during price increases.

PROJECT 08: MEMBERSHIP REVENUE SIMULATION & COHORT ANALYTICS

Methodology: Machine Learning Cohort Tracking, Renewal Rates & Customer Lifetime Value

LTV REVENUE EXPANSION

- ✓ **The Membership Debate:** Marketing contemplated offering free memberships to boost acquisition, but lacked quantitative proof comparing customer lifetime value (CLV) between paid vs. non-paid tiers.
- ✓ **Cohort Behavioral Analysis:** Modeled monthly transaction habits, retention curves, and renewal frequencies across both segments using transactional machine learning.
- ✓ **Counter-Intuitive Discovery:** Analysis revealed that a mere **0.1% increase in non-member transaction value yielded a substantially higher net revenue impact** than member fee promotions. Redirected marketing spend to incentivize high-potential non-members into active repeat buyers.

STRATEGIC INITIATIVE 09 • ORGANIZATIONAL READINESS

Group–Wide Data Maturity Assessment (Dell Framework)

Executing comprehensive enterprise–wide measurement across Data, People, Technology, and Infrastructure to chart the group's journey toward an AI–driven company.

1. DATA ASSET

Quality, accessibility, governance, lineage, single source of truth, and metadata management across all business lines.

2. PEOPLE & SKILLS

Data literacy, analytical fluency, cross–functional collaboration, leadership mindset, and training adoption.

3. TECHNOLOGY

Analytics tools, automation suites, BI visualization platforms, machine learning environments, and API integrations.

4. INFRASTRUCTURE

Data warehousing, cloud/data center capacity, network latency, security protocols, and real–time streaming capabilities.

ASSESSMENT PROTOCOL & 3–HORIZON STRATEGIC ROADMAP

- ✓ **Empirical Assessment Protocol:** Formulated cross–departmental diagnostic questionnaires and conducted structured in–depth interviews with unit leaders across factories, finance, sales, marketing, and logistics.
- ✓ **Horizon 1 – Tactical (Short–Term):** Cleanse legacy transactional data silos, establish foundational data dictionaries, and launch baseline Level 1 & 2 literacy upskilling.
- ✓ **Horizon 2 – Systemic (Medium–Term):** Unify cross–functional data pipelines, standardize BI dashboards (Power BI / Tableau), and introduce predictive machine learning models in operations.
- ✓ **Horizon 3 – Transformational (Long–Term):** Transition into an autonomous AI–driven enterprise leveraging Databricks lakehouses, real–time IoT factory integration, and Generative/Agentic AI decision workflows.

ACTIONABLE BLUEPRINT

EXECUTIVE TAKEAWAY FOR CDO / CTO CANDIDACY:

Demonstrates boardroom–level strategic governance—auditing organizational data posture accurately, aligning C–suite stakeholders, and translating diagnostic gaps into structured, funded transformation initiatives.

ENTERPRISE CULTURE ACCELERATOR

The 5–Level Data Maturity & AI Literacy Curriculum

An 80+ hour blended learning enterprise academy authored by Desiree Hellene, systematically moving organizational talent from basic awareness to full–scale AI transformation.

LEVEL 01: DATA AWARE • Dasar Literasi Data Objective & Syllabus: Understanding basic data concepts, systematic collection, recording, input validation, and simple information reporting.	Tools: Excel, Google Sheets, Google Forms
LEVEL 02: DATA PROFICIENT • Pengolahan Data Terstruktur Objective & Syllabus: Processing structured datasets, automated filtering, data cleansing, descriptive statistical reporting, and quality assurance principles.	Tools: Advanced Excel, Data Cleaning Formulas, Automated Tables
LEVEL 03: DATA SAVVY • Business Intelligence & Dashboard Objective & Syllabus: Exploratory trend analysis, interactive executive dashboards, diagnostic root–cause analysis, and data storytelling for decision makers.	Tools: Power BI, Tableau, Looker, Python, R, Power Query
LEVEL 04: DATA DRIVEN • Strategic Analytics, Engineering & ML Objective & Syllabus: Large–scale data engineering, ETL pipelines, predictive machine learning models, real–time KPI streaming, and commercial capstone projects.	Tools: SQL, Python ML Libraries, Data Pipelines, Automated Warehouses
LEVEL 05: DATA TRANSFORMED • AI–Powered Enterprise Transformation Objective & Syllabus: Enterprise data culture scaling, custom LLM fine–tuning, Agentic AI autonomous workflows, organizational restructuring around real–time intelligence.	Tools: Enterprise AI, Databricks, Generative AI, Agentic AI, IoT Ecosystems

80+ HOURS BLENDED DELIVERY DURATION	PROJECT–BASED REAL BUSINESS PROBLEM SOLVING	GROUP–WIDE ANALYSTS, MANAGERS, C–SUITE
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ENTERPRISE TECHNICAL ARSENAL

Technology Stack & Data Center / AI Alignment

Synthesizing modern programming, cloud lakehouses, automated data pipelines, and advanced AI engineering for technology and data infrastructure operators.

PROGRAMMING & ADVANCED ANALYTICS

CORE LANGUAGES

- ✓ **Languages & Syntax:** Python (pandas, numpy, scikit-learn), SQL, R Programming, Quantum Script, SPSS Syntax, QPSMR, Dimension Scripting.
- ✓ **Statistical Modeling:** Linear & Logistic Regression, K-Means Clustering, Simplex Linear Programming, Decision Trees, Time-Series Forecasting.

BUSINESS INTELLIGENCE & DATA PLATFORMS

ENTERPRISE BI

- ✓ **Visualization Suites:** Microsoft Power BI, Tableau, Looker Studio, Google Workspace Advanced Analytics.
- ✓ **Data Engineering & ETL:** SQL Data Warehousing, Databricks Lakehouse, Power Query, Relational Database Normalization, Schema Architecture.

ARTIFICIAL INTELLIGENCE & FUTURE TECH

APPLIED AI

- ✓ **Generative AI & LLMs:** Prompt Engineering, Prompt Optimization, Coursiv AI (ChatGPT, Midjourney, Jasper).
- ✓ **Agentic Systems:** AI Chatbot Architecture, Workflow Automation, Multi-Agent Collaboration Frameworks, IoT Factory Sensor Telematics.

PROJECT MANAGEMENT & GOVERNANCE

ENTERPRISE LEADERSHIP

- ✓ **Governance:** ISO 9001:2015 Quality Management Systems, RegTech, Risk Governance, Data Lineage & Auditing.
- ✓ **Methodologies:** Google Agile Project Management, Sprint Execution, Professional Executive Coaching (30 Practice Hours).

WHY DESIREE FITS TECHNOLOGY, DATA CENTER & AI ENTERPRISES

C-LEVEL VALUE

Data Centers and AI ventures require C-level executives who understand both **infrastructure reliability (uptime SLAs, data integrity, security, compliance)** and **high-level business monetization**. Desiree's proven record managing high-throughput data pipelines (750K respondents in days), securing ISO certifications, and translating complex technical telemetry into boardroom ROI makes her the ideal partner to drive operational scale and commercial valuation.

VERIFIED PROFESSIONAL SOCIAL PROOF

Executive Board Endorsements & References

Validated by senior enterprise leaders who have directly supervised and partnered with Desiree across over 15 years of high-stakes corporate data leadership.

Suresh Subramanian

Chief Executive Officer

Kantar Indonesia (2019 – Present)

"Desiree transformed our data management unit into an agile, highly reliable center of excellence capable of executing the largest enterprise and government studies in the nation with zero tolerance for error."

Raghavan Srinivasan

Chief Executive Officer

Kantar Indonesia (2016 – 2019)

"A rare leader who brings architectural discipline and strategic vision. Her leadership in securing ISO 9001:2015 and driving paper-to-digital migration set a new benchmark for Kantar across APAC."

Monik Nurul Afiah

Senior Vice President HR

SCM Group / ex-Head of HR TNS

"Desiree's dedication to team development, structured promotion rubrics, and empathetic coaching built the most stable, highest-retention technical team in our corporate history."

15+ YEAR CAREER TRAJECTORY • PROGRESSIVE ENTERPRISE LEADERSHIP

1998 – 2005

Synovate

Data Controller • Ast. Mgr

2005 – 2010

Kantar (TNS)

Data Manager • +20% Rev

2010 – 2015

Kantar

Senior Data Mgr • ISO 9001

2015 – 2022

Kantar

Head of Data Management

2023 – Present

Kapal Api Group

Research & Analytics Lead



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AVAILABLE FOR O