

Rachmawaty Sudirman

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Senior Product Manager | Loyalty Products and Analytics | AI and Data Platforms | Digital Transformation | MIT MBA

10+ years delivering products and business impacts through advanced analytics, AI, and large-scale digital transformation

EDUCATION

SLOAN SCHOOL OF MANAGEMENT, MASSACHUSETTS INSTITUTE OF TECHNOLOGY, Cambridge, US May 2026

Master of Business Administration (GPA 4.9 out of 5.0), Certificate in Product Management, Business Analytics and Sustainability

- MIT Media Lab: Built an AI agent, exploring MCP/A2A, RAG, agent orchestration, context sharing, and agentic reputation layer

THE UNIVERSITY OF MANCHESTER, Manchester, UK

Master of Science (Distinction), Advanced Computer Science and IT Management (Information Management)

- Best Master's Research Poster at BCSWomen Lovelace Colloquium UK; Thesis: Integrating Linked Open City Data

BANDUNG INSTITUTE OF TECHNOLOGY, Bandung, Indonesia (Rank #1 institute in science, engineering, and technology in Indonesia)

Bachelor of Engineering, Informatics Engineering; Thesis: Mobile Application Development for Cacao Pests and Diseases Diagnosis

EXPERIENCE

NASDAQ | Strategic Product Manager – Financial Technology Intelligence Group | MIT Product Management Lab 2026-2026

- Designed product strategy for AI defensibility in SaaS, conducted competitive landscape research, proposed AI governance, and AI agent-ready infrastructure roadmap to position the product line for scalable, compliant growth for an agentic economy era.

CMA CGM | Data Scientist – Information Technology and Data Science Group | MIT Analytics Lab 2025-2025

- Developed machine learning models for automated customer service email categorization, reducing the high cost of GenAI.

TELKOMSEL – Indonesia's largest telecommunication operator (160M+ subscribers) 2017-2025

Senior Product Manager – Loyalty Products and Platform in Business Solutions Management Group 2023-2025

- Owned end-to-end loyalty product and platform strategy serving 25M+ high-value customers, driving engagement, increasing benefit redemption to 10M annual transactions, and reducing customer churn through personalized retention programs.
- Led cross-functional execution across 40+ engineers, data scientists, and business stakeholders, driving alignment, prioritization, and delivery of large-scale platform initiatives, improving user engagement and personalization relevance across user journeys.
- Directed migration of 9M+ users across systems, ensuring data integrity, platform scalability, and minimal service disruption.
- Expanded partner ecosystem by onboarding strategic merchants via API integrations, increasing platform utility, and diversifying customer loyalty benefits.

Technical (Data) Product Manager – Marketing Customer Analytics and Digital Channel 2018-2023

- Led 0→1 development of AI-powered Next Best Offer recommendation engine, enabling personalized targeting across 160M users and generating incremental annual revenue through improved conversion rates during early-stage rollout.
- Led mobile app (MyTelkomsel iOS and Android) and web platform development, owning end-to-end features, such as telco loan products, Jaga Pulsa to avoid excessive data usage, and annual customer milestone; grew MAU by 2 million in 6 months.
- Built and scaled an in-house Customer Data Platform (CDP), enabling near real-time campaign triggers, self-service customer segmentation and activation, improving marketing ROI, and improving the responsiveness of customer engagement systems.
- Owned product strategy for petabyte-scale data platforms, integrating behavioral data, ML models, and marketing systems into 300+ multidimensional customer data to drive personalized experiences, contributing to ~60% of the core revenue stream.
- Partnered with 25+ data science and marketing analytics teams to productionize machine learning models and executive-level dashboards for pricing and product portfolio performance, enabling comprehensive competitive and decision intelligence.
- Reduced go-to-market cycle from 3 days to 1 day by standardizing product development and reporting workflows, improving experimentation velocity and time-to-impact for marketing campaigns.

Associate Product Manager – Customer Products and Experience 2017-2018

- Conducted customer research and data analysis to identify product opportunities and improve user experience across telecom customer products and services.
- Delivered insights and recommendations that improved customer journeys and increased Net Promoter Score (NPS).

LAPI DIVUSI ITB, PRELO | Data Management and IT Consultant, Software Engineer 2013-2017

- Designed and implemented data warehouse, backend platforms, and digital transformation across healthcare and energy sectors.
- Designed and developed an e-commerce database system and API backend service.

ADDITIONAL INFORMATION

Skills: SQL • Python • Data Visualization • Strategy • Product Management • Customer Analytics • Loyalty and Retention

Interest: AI, data, digital platforms, Formula 1, badminton, travel

Awards: Telkomsel InnoXtion Winner in Business Process Category, Telkomsel x BCG HVC Churn Analytics Winner