

FARAH QOONITA SYUHAILA

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SUMMARY

Technical Program Manager with 7+ years delivering enterprise SaaS implementations and multi-workstream programmes across Indonesia and Southeast Asia. Track record owning end-to-end project delivery for large-scale Salesforce deployments (Loyalty Management, Marketing Cloud, Data Cloud), building and operating financial reporting and analytical automation pipelines, and acting as the technical point of contact between customers, engineering, product and support functions. Quantitative foundation in Engineering Physics (ITS) and Finance and Operations (MBA, ITB), with applied research on uncertainty-quantified financial prediction with fairness constraints (SFFM) — directly relevant to the analytical class of problem underpinning modern risk decisioning platforms. Fluent in Bahasa Indonesia and English; self-directed in fully remote, distributed team environments.

CORE COMPETENCIES

Program & Project Management: end-to-end delivery, scheduling, resourcing, budget tracking, risk and dependency management, stakeholder reporting, cross-functional coordination. · Enterprise SaaS Delivery: multi-workstream implementations, Agile delivery, UAT design, documentation governance. · Technical Troubleshooting: log interpretation, defect triage, root-cause investigation, product-engineering feedback loops. · Customer & Stakeholder Management: technical translation for non-technical audiences, escalation coordination, executive reporting. · Tooling: Azure DevOps, Confluence, Jira-equivalent workflows, Salesforce (Loyalty Management, Marketing Cloud, Data Cloud), Python, SQL, Power BI, Tableau, API integrations.

PROFESSIONAL EXPERIENCE

BlendMedia / Erajaya Group

Jakarta, Indonesia

Senior Business Analyst — Enterprise Salesforce Programme

Sep 2025 – Present

- Own end-to-end delivery for a large-scale enterprise Salesforce implementation across a ten-brand retail ecosystem (Erafone, iBox, Eraspaces, Hokky, Brastagi) — an 18M+ member customer base — coordinating three concurrent workstreams (Loyalty Management, Marketing Cloud, Data Cloud) in Agile delivery.
- Act as the technical point of contact between business stakeholders, engineering, external implementation partners and internal product teams; own documentation governance, deliverable tracking, and cross-workstream dependency management.
- Led a structured assurance audit triaging 62 defects across teams — reading logs, reproducing behaviour, assessing customer impact and prioritising resolution with engineering. Established a defect-to-engineering feedback loop reducing repeated issue classes.
- Configured decisioning logic across Salesforce Flow Builder automatic campaigns, four point-earning models, and annual tier recalculation logic — a rules-based decisioning environment analogous to how customers configure and evolve strategy in enterprise decisioning platforms.

eDOT (Dikshatek)

Jakarta, Indonesia

Technical Program Manager, Financial Automation

Aug 2025 – Sep 2025

- Delivered a zero-to-one Feasibility Study Automatic Calculation initiative on a SaaS platform: designed the ETL pipeline and AI-driven reporting framework, compressing reporting SLA from five days to sixty minutes.
- Coordinated engineering, finance and data teams around a shared planning tool; delivered an OPEX Benchmark Prototype and Location Intelligence MVP integrating financial planning with geographic and operational data.

Scubago

Bandung, Indonesia

Product Strategy Manager

Feb 2025 – Jul 2025

- Defined a cross-functional product roadmap integrating AI-driven personalisation and ML-assisted pricing; achieved 54x ROAS and 30% retention improvement on live campaigns.
- Launched Flash Sale and Early Bird pricing channels generating US\$20K+ revenue over three days at DRT Shanghai 2025, coordinating logistics, presentations and stakeholder engagement on the ground.

RedDoorz (Commeasure Ltd)

Jakarta, Indonesia / Singapore

Product Operations Manager

Aug 2022 – Jan 2025

- Owned technical product operations across a live SaaS platform serving 500+ property partners; designed and A/B tested Fixed Price sales tools that lifted corporate conversion by 20%.
- Built the RedSeller Affiliate Programme from zero to SGD 30K+ monthly recurring revenue; integrated tooling, defined the operational workflow and served as the primary technical point of contact for partners.
- Led Philippines market entry, coordinating with local partners, on-ground teams and regional leadership across Indonesia, Singapore and the Philippines — a fully remote, distributed delivery environment.

IMT Mitra Solusi

Jakarta, Indonesia

Project Manager, Kemkominfo Government Programme

Jun 2021 – Jul 2022

- Managed hardware-software delivery across nine rural infrastructure sites under a Ministry of Communication and Informatics (Kemkominfo) government programme; served as the technical point of contact between the Ministry, local operators, contractors and supervising authorities.
- Achieved 100% project completion and 95% FAT/SAT success against contractual acceptance criteria — an SLA-driven delivery environment; introduced Agile sprint planning that reduced delivery bottlenecks by 15%.

Shipper

Jakarta, Indonesia

Associate Product Manager

Jan 2021 – Dec 2021

- Migrated 6 of 20 warehouses to Honeywell warehouse management systems; coordinated with operations teams and technology partners; improved operational efficiency by 25% and campaign performance by 15%.

PROJECTS AND APPLIED RESEARCH

SFFM (Sequential Financial Foundation Model)

Live deployment, 2025

Uncertainty-quantified financial prediction with fairness constraints

- Sole developer of a sequential prediction model applying Gaussian Process uncertainty quantification and fairness constraints to financial forecasting — the same analytical class of problem underpinning modern credit, fraud and transaction risk decisioning. Live prototype: farahsffmresearch.streamlit.app.

PETA-AI (Policy Evaluation and Trace Analysis)

Bappenas Track, 2026

Sole Author, Product Requirements Document v1.1

- Sole author of the PRD for a swarm-based multi-agent analytical system detecting coherence failures across a large multi-source document corpus (8,000–12,000 pages); proposed under the UK–Indonesia AI Incubation for Public Sector 2026. Demonstrates complex analytical program design, technical writing at Product Manager standard, and coordination across a stakeholder ecosystem spanning 34+ institutional actors. Live prototype: ai-asset-manager--farahqoonita2.replit.app.

AegisSwarm

Research Submission, 2025

ASEAN Geopolitical Early-Warning Analytical System

- Co-developer of a four-agent analytical system detecting risk signals across open-source policy and news corpora. Submitted to Stanford CISAC Track A.

EDUCATION

Bandung Institute of Technology (ITB), School of Business and Management

Bandung, Indonesia

Master of Business Administration, Finance and Operations

Jan 2021 – Oct 2022

- GPA 3.87/4.00, Cum Laude. AACSB Accredited.

Sepuluh Nopember Institute of Technology (ITS), Faculty of Industrial Technology

Surabaya, Indonesia

Bachelor of Engineering, Engineering Physics. IABEE Accredited.

Aug 2016 – Oct 2020

- Thesis: real-time object detection using YOLOv3 for automated quality inspection.

PUBLICATIONS AND ADDITIONAL INFORMATION

- Syuhaila, F.Q., et al. "Real-Time Object Detection Using YOLOv3 for Automated Quality Inspection." IOP Conference Series: Journal of Physics, IOP Publishing.
- Syuhaila, F.Q., et al. "Data Analytics and Performance Optimisation in Digital Platform Operations." International Journal of Computer Science Research and Review (IJCSRR).

Languages: Bahasa Indonesia (Native); English (Professional, written and spoken); Arabic (Business); German (A1, developing).