ADESYUKMA PAMUNGKAS

Head of Product | Loyalty, CRM, POS & Digital Platforms

Tangerang Selatan, Indonesia · dede@naksa.id · linkedin.com/in/adesyukmap · naksa.id
Available immediately · Open to remote work and relocation (visa sponsorship required outside Indonesia) · Portfolio: naksa.id

SUMMARY

Product leader with 10+ years across data, CRM and product. Most recently Head of Product at ISMAYA Group, owning 15+ products for 20+ F&B brands, 150+ outlets and 2.2M members. I find the gap between what the business assumes and what customers actually do, then ship the product that closes it.

EXPERIENCE

Independent Product, CRM & AI Consultant

naksa.id · Oct 2026 to present

- Built three AI agents (strategy, content, research and analytics) producing up to 500 posts a month across Threads, Instagram, Facebook and TikTok; cut the cost from a Rp3 to 8 million quote to ~Rp700,000 a month.
- Built an AI research workflow that analyzed 240 TikTok videos from 12 F&B accounts for about Rp1,000 in AI cost; showed a 4.3M-view hit sat on a 12.7K median, separating outliers from repeatable performance.

Head of Product (Growth + Outlet Platforms)

ISMAYA Group (20+ F&B and lifestyle brands incl. SKYE, Djournal, Kitchenette, DWP, We The Fest) · Jan 2026 to Sep 2026

- Promoted; scope expanded from one platform to two. Owned 15+ products from acquisition to in-store transaction, reporting to the CTO.
- Took on Outlet Platform: POS, kitchen and customer display, queue display, order checker, reservation and waitlist, staff ops app, digital menu and guest network across 150+ outlets.
- Built CRM 2.0 from zero to development complete: one inbox and ticketing system across every customer channel, with an AI agent that scores which lapsed customers are worth winning back and picks the campaign for each.
- Owned POS-to-ERP integration for outlet operations: sales, inventory, procurement and finance data flowing from 150+ outlets into the group ERP, including kitchen and waste workflows.

Head of Growth Platform

ISMAYA Group · Jan 2024 to Dec 2025

- Grew the member base from 200,000 to 2.2 million and MAU from 64,000 to 200,000; member revenue contribution up 35%; retention multiplier from 1.3x to 1.7x.
- Took counter voucher redemption from 5.2% to 20% in the leading outlet cohort: POS data showed staff closing the prompt in under two seconds 73% of the time; mapping the customer and staff journey moved the offer onto the customer display and app.
- Diagnosed that the app worked as an in-store QR scanner, absent when purchase intent formed. Wrote the multi-year platform strategy: brands create value, CRM decides, the app executes.
- Killed a product recommendation feature after testing showed no measurable effect on any customer group ($p = 0.48$ to 0.93); rebuilt it as personalization on identified member data, with exposure tracking before release.
- Tested a paid subscription tier before scaling it: ~400 users after two months against 200,000 MAU (0.2%), which shifted investment to basket-size offers.

Group Business Intelligence Manager

ISMAYA Group · Jul 2022 to Dec 2023

- Built the data function from zero: team, budget, KPI structure and a hybrid cloud and on-premise data stack. Reporting for 20+ brands went from over two weeks to real time, cutting reporting effort 95%.

Business Intelligence Jr. Manager

Fore Coffee · Aug 2021 to Jul 2022

- Used market basket analysis to pick food pairings for coffee-only regulars; upsell take-up rose around 30% with targeted recommendations.
- Designed a staged win-back for lapsing regulars (reminder first, then 5%, then 15%) using RFM, purchase history, in-app micro-behavior and demographics, so offers escalated only as needed.

Senior Digital Channel Analyst

Home Credit Indonesia · Sep 2019 to Apr 2021

- Analyzed the 9-step mobile loan application funnel, found overlapping questions and progress lost when the app crashed; the product owner cut it to three steps plus review, lifting completed applications and loan volume.
- Worked in Agile and Scrum squads alongside product owners.

MIS & CRM Analyst

L'Oréal Indonesia, Luxury Division · Sep 2017 to Sep 2019

- Designed dashboards and report templates; owned daily, weekly and monthly sales and CRM reporting and monthly insight and recommendations to the division head.

IT Billing & Analyst
Indosat · 2015 to 2017

SKILLS

Product strategy and roadmap · backlog and prioritization · Agile/Scrum · discovery · experiment design and A/B testing · AI agents and automation · loyalty, CRM and POS · SQL and BI · team building

EDUCATION

Universitas Gunadarma, Bachelor (S1), Business Management (2014 to 2018) · SMK Telkom Malang, IT and Telecommunications (2011 to 2014)