

# MAULANA MUHAMMAD

Email contact: maulana@batulicinenamsembilan.com

## EDUCATION

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**Columbia University, New York, USA** **2019**

- Distinction of Master of Science in Technology Management | **GPA 4.00/4.00**
- Awarded full scholarship highly competitive Indonesia ministerial scholarship & Bakrie scholar.

**University of Indonesia, Depok, Indonesia** **2013**

- Bachelor of Science in Economics | **GPA 3.33/4.00**
- Indonesia delegate of Harvard Project for International Relations (HPAIR) and Nanyang Technological University Model United Nation (NTUMUN)

## EXPERIENCE

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**Direktur Utama, PT Batulicin Nusantara Maritim Tbk, Indonesia** **Jan 2024 – Present**

- Manage shipment monitoring and management system to improve company efficiency.
- Manage investor relations with foreign partner to increase the company market capitalization.

**VP Investment & Strategy, Batulicin Enam Sembilan Group, Indonesia** **Nov 2021 – Present**

- Manage business group investment portfolio across industry including in mining, manufacturing, fisheries, agriculture and media.
- Budgeting the capital allocation for the current and potential portfolios based on performance.

**Director, Manhattan East Trading LLC, NY USA** **May 2020 – Present**

- Export US healthcare products for local business group in Indonesia.
- Build logistic supply chain services for US-Indonesia commodity trading.

**Vice President, Erigo, NY USA** **June 2021– Dec 2022**

- Secured multi-million-dollar series A investment from local and foreign institutional investors.
- Develop the company management system in ecommerce, finance and operations.

**Investment Specialist, Indonesia Investment Coordinating Board, NY USA** **Sept 2019 – Nov 2021**

- Analyzed US economics data to develop investment strategy for Ministry of investment.
- Managed investor relations in Americas region to facilitate investment roadshows for strategic development programs, including US\$ 33 Billion capital city relocation & sovereign fund project.

**Product Manager, Noom, NY USA** **Sept 2019 – Nov 2021**

- Led engineering, design and business team to develop products with agile development (Scrum) for the diet consultation program.
- Evaluated the diet consultation pricing model with comparative analysis and A/B testing market acceptance that increase 40% in paid customers.

**Co-founder & CEO, Kravasia, local product marketplace, Indonesia** **Oct 2016 – Aug 2018**

- Secured >\$1 million seeding investment from angel investor for the company operations.
- Created an eCommerce operations system from inbound, warehouse management, and outbound for 32,000 SKUs from 400 verified local artisans' vendor.

**Head of Product, Ruangguru, education technology, Indonesia**

**Sep 2015 – Sept 2016**

- Built the company valuation model based on critical metrics to secure multi-million-dollar series A & B investment round work closely with the co-founders.
- Developed and executed the user growth strategy, including the 60+ school roadshows & 8 local government partnerships growing the user based on 30 K to 1+ Million registered users.

**Windows Product Manager, Microsoft, Indonesia**

**May 2014 – Aug 2015**

- Implemented and monitored the marketing effectiveness for US\$ 2.4 Million marketing budget for consumer experience, including store branding, salesperson & co-marketing program.
- Initiated the devices retail sales incentives program to local PC partner, distributor, and retailer boosting sales of 89,000 windows tablets within the first-year launch.

**LEADERSHIP**

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**Vice Treasury, Universitas Indonesia Alumni Association (ILUNI UI), 2022 - Present**

- Plan and ensure adherence to pre-determined financial budget for the year to support the execution of the full programs from each alumni association from each faculty.

**Treasury, Indonesia Young Entrepreneur Association (HIPMI), 2022 – Present**

- Oversees all financial transactions from each vice treasurer and fund-raising efforts going in or out of an organizing committee.

**Founding Board Member, Technology Management Association, Columbia Uni. Oct 2018 – Nov 2021**

- Led other seven board and 20 members to run the alumni and faculty speakers' series program.

**Lead staffer to Chairman, APEC Business Advisory Council (ABAC), APEC May 2018 – Nov 2021**

- Provided knowledge material for chairman presentation for ABAC regional quarterly meeting.