

Agung Nugroho (he/him)

PRODUCT, GROWTH AND LIFECYCLE - AI PERSONALIZATION, EXPERIMENTATION, CHANNEL STRATEGY

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PROFESSIONAL SUMMARY

Product, growth, and lifecycle leader with 10 years in consumer tech, building AI into personalization: defined next-best-offer and churn models with data science, owned an AI chatbot, and ships software with Claude Code. Drove ~\$119M a month at Indosat across 100M+ subscribers; lifted retention 70% at Smartfren, CRM conversion 40% at Blibli, and monthly GMV 30% at Grab. Columbia MS, GPA 4.00.

PROFESSIONAL EXPERIENCE

Graduate Assistant | Columbia University, School of Professional Studies

May 2026 - Present

Pre-College Summer Programs

- **Reduced timesheet reconciliation time 50% for 100+ program staff** by building a tracking system that reduced coverage errors.
- Reached 4,000+ families and students with 5 Mailchimp email campaigns a week inside a 12-hour response SLA, owning segmentation, scheduling, escalation, and the survey analysis behind the next cycle.
- Resolved discrepancies in \$214,906 of card spend across 2,141 receipts by building a workbook that mapped each cost to budget.

AVP, Customer Value Management, Product and Pricing Strategy | Indosat Ooredoo Hutchison

Aug 2022 - Aug 2025

Telecom - IDX: ISAT, Indonesia's 2nd-largest operator, 100M+ subscribers, 28% market share

- **Generated roughly \$119M in monthly revenue, about 50% of data revenue across 2 consumer brands**, by owning offer pricing, personalization, and channel strategy for 100M+ subscribers across every channel, from the myIM3 super app, push, SMS, USSD, and WhatsApp to partner apps and close to a million retailers.
- Scaled next-best-offer decisioning to 100M+ subscribers on the Tech Mahindra billing platform by defining RFM-based propensity and churn scoring with data science, with a default offer when no model matched and frequency caps, for acquisition, retention, reactivation, and ARPU.
- Proved incremental revenue before scaling any of fewer than 50 campaigns a month by owning the experimentation strategy with 10+ cross-functional teams: test design, holdout control groups, A/B experiments (some with McKinsey), generative AI copy variants by customer segment, and launch reviews that stopped launches below payback.
- Opened 12 new sales channels inside bank and e-commerce partner apps, with Shopee alone reaching ~Rp2B (~\$125K) in daily sales and Rp4B+ on paydays, by setting integration requirements and revenue share terms and debugging each API in Postman.
- Turned WhatsApp into a revenue channel for the first time, reaching ~Rp150M (~\$9K) in daily sales, by owning the self-service AI chatbot and personalized offers in chat.
- Increased the speed and quality of insights for 2 brands with a daily view of performance and drivers in Power BI and SQL: tracked weekly and monthly results, ran root-cause analyses on funnel drop-off, and presented recovery plans to C-level leadership as clear decisions.
- Sharpened offer and channel priorities for 2 brands by turning market research and customer insight into executive recommendations: Nielsen satisfaction research, call surveys, field surveys, focus groups, and Google Play reviews.
- **Honors:** Promoted twice in three years. Rated Exceeded Expectations, 5 out of 5, in 2023, awarded to one employee per division.

Product & Customer Growth Manager | Blibli.com

Mar 2022 - Aug 2022

E-commerce - IDX: BELI, a leading Indonesian marketplace backed by Djarum Group, 30M+ monthly visits

- **Improved CRM campaign conversion 40%** by designing A/B tests and quantitative segmentation of acquisition and retention campaigns.
- Resolved onboarding drop-off for 5,000+ new users per campaign by redesigning engagement journeys around user research.

Senior Manager, Customer Lifecycle, Product and Pricing Strategy | Smartfren Telecom

Aug 2019 - Mar 2022

Telecom - IDX: FREN, 4th-largest operator, 34M+ subscribers, now merged into XLSmart

- **Improved engagement and retention 70%** as product owner of the mySmartfren app, by designing a cashback redeemable only on the next package purchase and redesigning lifecycle campaigns across 8 channels, from SMS to in-app banners, push, and email.
- Sharpened offer targeting for 30M+ subscribers by leading a Deep Packet Inspection deployment that turned usage data into personalization segments.
- Delivered 10M+ free internet packages nationwide during COVID-19 by partnering with the Government of Indonesia.
- **Honors:** Top performer, Customer Lifecycle Management division. Youngest Senior Manager in the company.

Junior Manager, Digital Services and Product Owner | Hutchison 3 Indonesia

Apr 2018 - Jun 2019

Telecom - CK Hutchison Group, trading as Tri, Indonesia 3rd-largest operator, merged into Indosat in 2022

- **Grew the BIMA+ app to 10M+ downloads as product owner** by writing requirements, prioritizing the roadmap and backlog from user interviews, and tracking MAU and DAU.
- Drove \$420K+ in monthly revenue by managing end-to-end product operations across launches, pricing, and communications.

Product Marketing Manager & Customer Lifecycle Management | **Grab**

Aug 2017 - Apr 2018

Technology - NASDAQ: GRAB, SE Asia's super-app across 8 countries and 500+ cities

- **Drove 30% monthly GMV growth and 80%+ of company revenue** by leading product positioning, sales enablement, and reactivation campaigns for GrabKios agents, reporting to the COO.
- Expanded the GrabKios agent network to 100K+ merchants across 500+ cities, letting unbanked Indonesians transact online for the first time, by building the go-to-market plan from field research and buyer personas.

Marketing Technology Analyst | **Traveloka**

Jun 2016 - Aug 2017

Travel Technology - SE Asia's leading online travel platform, operating across 6 markets

- **Delivered marketing campaigns across 6 markets** by owning campaign QA, audience segmentation, and performance analytics.

Risk Assurance Associate | **PwC**

Jun 2015 - Jun 2016

Professional Services

- **Delivered prioritized control recommendations to senior stakeholders across 6+ industries** by assessing IT and application controls for banking, financial services, retail, and manufacturing clients.

AI PROJECTS

Co-Founder, Tech and Product | **BetterBarter**

2026

See The Future Startup Competition, Columbia Climate School. betterbarter.vercel.app

- **Shipped a live campus reuse marketplace in 5 weeks and 108 commits with 1 co-founder** by directing Claude Code as an agentic coding partner on React, TypeScript, and Supabase, with human approval on every product and security decision.
- Resolved every finding of a security review before public launch by owning the fixes: row-level security on all 12 tables, school-email gating enforced in the database, rate limits, and moderation.

Co-Founder and CMO | **mindwatch.ai**

Dec 2025

Greater Good Challenge, Columbia SPS

- **Reached the Top 10 of the Greater Good Challenge 2025** with mindwatch.ai, an AI tool for early detection of student mental health issues, by co-founding it and owning positioning, target users, and the launch plan.

Product Lead | **AHA, AI Engagement Copilot**

2026

Technology Product Management, Columbia University

- **Shipped a working AI copilot prototype for live online classes of 100+ students** that flags disengagement to the instructor during the session, by specifying in-browser face detection and the alert logic.
- Protected instructor trust in every flag by designing a 3-state engagement model that alerts only when 2 independent signals agree, keeping the instructor in the loop, with privacy by design: on-device processing, no raw video stored, per-class consent.

EDUCATION

Master of Science, Technology Management | **Columbia University**

New York, NY

- **GPA:** 4.00 of 4.00
- **Coursework:** AI/ML for Leaders, Digital Analytics and AI, Technology Product Management, Technology Marketing, Digital Transformation, Intro to Database for Business Analytics, Organizational Change.
- **Honors:** Full Ride Merit Scholarship Awardee, Government of Indonesia. Top 10, Greater Good Challenge 2025.

Bachelor of Computer Science, Information Systems | **University of Indonesia**

Jakarta, Indonesia

- **Honors:** Grand Prize Winner, Sanitation Apps Challenge, World Bank. Outstanding Student Award, Rector of Universitas Indonesia.

SKILLS

AI: Claude Code, Claude API, next-best-offer and churn models, agentic AI with human approval points, generative AI copy testing, AI chatbot product ownership, in-browser ML

Product Management: Roadmap and prioritization, PRDs, backlog, discovery, MVPs, Agile, success metrics and KPIs, product launch

Growth & Lifecycle: Lifecycle marketing, CRM, RFM segmentation, personalization, onboarding, retention and churn, reactivation, marketing automation, email, push, SMS, in-app, lifetime value

Product Marketing: Go-to-market (GTM), product positioning and messaging, value proposition, pricing and packaging, competitive analysis, market research, sales enablement

Analytics: A/B and holdout testing, experimentation, cohort, funnel, and conversion analysis, SQL (DBeaver), Power BI, Tableau, Google Analytics, AppsFlyer, MoEngage, CleverTap

Certifications: IBM Enterprise Design Thinking, BCG Digital Transformation, ANA MarTech Foundations, LinkedIn AI and Generative AI

Languages: English fluent, Bahasa Indonesia native