

RATU NIDA F

Senior Product Manager | Tech with Heart

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🌐 <https://www.ratunida.com/> 📍 Sydney, AU



SUMMARY

Impact & Purpose-Driven Senior Product Manager, leading innovative product development & strategy. Launched groundbreaking products & campaigns that elevate user experience & engagement. Experienced in managing cross-functional clinical and digital health projects across ANZ, including multi-site delivery, stakeholder engagement, data-driven reporting, and continuous improvement cycles. Skilled at balancing user empathy with technical & business requirements. Passionate about creating inclusive products that promote equality and wellbeing.

SKILLS

Product Launch Market Research & Analysis

Agile & Scrum Methodologies Product Lifecycle Management

Behavioral Change Data Driven Decision Making

UX UI Design Go-to-Market Strategy Project Management

EXPERIENCE

Founder & CEO

Women's Lantern 📅 09/2024 - Present 📍 Sydney, Australia
🌐 www.womenslantern.org

Supporting migrant women experiencing domestic violence

- **Designing Digital Support Hub:** multilingual, culturally-tailored online platform offering risk assessments, resources, and connections to support services for survivors.
- Developed "**LightHer Path**" : Solar-skill training for migrant survivors
- **Established "Cut Loose- Free Hands, Free Voices"** – Safe, culturally aligned spaces for migrants in Australia to explore healthy relationships, consent, and safety in a new cultural context.
- **Community Partnerships** – Working with government, private, NGOs, and cultural leaders to create allies in preventing DFGV.

Senior Product Manager – Digital Health & Wellbeing

Vitality Works – Sanitarium Workplace Health

📅 09/2021 - 09/2024 📍 Sydney, Australia

Vitality Works is part of the Sanitarium Group, changing lives through whole person health at workplaces across ANZ

- **Innovation & Product Roadmaps:** Drove product development and strategy for digital health platform, leading to a 40% increase in user engagement and a 22% rise in customer satisfaction. This initiative won finalist at Asia Pacific Loyalty Award.
- **Product Launch & Adoption:** Launched a disruptive Mental Health app in the EAP category, achieving 26% user adoption and 29% active users within 6 months.
- **User Engagement & Health Outcomes:** Improved mental health recovery rates to 80% through targeted interventions and follow-up strategies.
- **Digital Booking System:** Led and launched a Digital booking system for onsite programs, enhancing user experience and operational efficiency by 25%.
- **Led the strategic partnerships & marketing team.**
- **Cross-functional Leadership:** Led diverse teams across sales, finance, legal, marketing, clinical, operations, and IT to seamlessly integrate onsite and online health programs, creating an omni-health product ecosystem.

AWARDS

Spirit of Vitality Works Award 2023 - Category "Pioneering Today for Tomorrow"

Awarded for pioneering innovative projects that supports long term strategic goals.

Delegation at ASEAN-Australian Emerging Leaders Program

Selected as one of delegations in the prestigious program hosted by Australian Department Foreign Affair & Trade, for the Digital Economy cohort

Runner's Up Win at Global Innovation Think Tank – Siemens Healthineers 2020

Interdisciplinary program (doctors, engineers and management professionals) for co-creation on "Future of Healthcare"

CEO Asia Pacific Award 2019

Fresenius Medical Care - For awareness campaign & marketing strategy initiative to drive penetration of kidney disease awareness in rural Indonesia.

Golden Award for Johnson & Johnson Charity Campaign

Designed & implemented "Run for Infinite Smiles" fund-raising campaign for children with cleft lip and palate, in collaboration with Million Smiles

KEY ACHIEVEMENTS

Market Research Project

- Behavioral Diagnosis to Optimise Corporate Health & Wellbeing Adoption for Vitality Works ANZ

- "Usage & Attitude of Pizza Consumption in the UAE & Consumers Value Perception Analysis" for Domino's Pizza UAE

- Adoption of Telemedicine in Singapore Market for Speed Doc, Singapore

Product Development & Launch

Led NPD at GSK for Sensodyne Rapid Relief & Acne aid. Launched 2 products in Medical Tech for Fresenius Medical Care. Launched 2 wellbeing apps & a booking system for Vitality Works.

EXPERIENCE

Product Manager

Fresenius Medical Care 📅 2018 - 2019 📍 Jakarta, Indonesia

Fresenius is the leader in Global Dialysis Medical Technology product & service

- Developed strategic marketing plan for 13 Dialysis Product lines and Dialysis Service resulted in 51% market share & 23% YoY growth.
- Drove market strategy through 5 NPD & launched 2 products in Medical Tech which tapped the premium segment: contributed higher-margin & boosted revenue.
- Managed the marketing budget with diligence to optimized RoI, created promotional mix of ATL & BTL to increase awareness & engagement.
- Evaluated marketing effectiveness based on market research, result in reduced churn out by 27%.
- Collaborated with cross-functional team internally (Clinical, Sales, Supply Chain, Finance) & externally (Distributor & Agency).
- Worked closely with Asia Pacific & SAP Team, building brand equity with integrated marketing communication strategy.

Product Specialist

Johnson & Johnson 📅 2017 - 2018 📍 Jakarta, Indonesia

JnJ Medical Device

- Drove market strategy through successful sales lead produced up to \$503k deals.
- Analyzed customers behavior & purchasing habit, customized offering based on customer's characteristic, resulted in higher trials and exceeding the 103% sales target.
- Manage forecast for area and work across functions to maintain product deliverables based on customers need.
- In charged to develop new market, extended customer service & increased sell-through in those locations by 30% in the first year.

Associate Brand Manager

GlaxoSmithKline 📅 2016 - 2017 📍 Indonesia, Jakarta

GSK is the global top leading Pharmaceutical & Consumer Healthcare company

- Managed 2 categories Oral & Skin Health which contributed to >56% of company total revenue.
- Managed 4 brands for sensitive market: Sensodyne, Polident, Physiogel, Oilatum.
- Shaped business growth by delivering 360 degree marketing plan & activation: ATL (digital, traditional media channel) and BTL (events, community).
- Successfully led a digital campaign Sensodyne Story for the company's new strategy which was shifting 71% of the marketing promotional budget to digital channels.
- Worked with GSK South East Asia marketing team and agency for content & creative collateral.
- Responsible for Pricing, Competitor overview, P&L.
- Worked with Market research team (Nielsen & Ipsos) to keep up with consumer's trends and oversee marketing effectiveness.

KEY ACHIEVEMENTS



Consulting Project

Disrupting Mobility - Trends Transforming Millennial's Transportation Preferences & Consumer Behavior for SG Fleet, Australia



Digital Campaign

"Sensodyne Story", raised total online engagement by a CTR 21% (Google) & 5% CTR for Facebook over the course of 6 months



Innovative Promotional Approach

- Developed the 1st gamification & AR for medical technology training in Indonesia, improved knowledge understanding & brand awareness.

- Executed the Sensodyne Online Check-Up initiative, increased penetration & resulted in >200 toothpaste sampling

EDUCATION

Global MBA, Contemporary Marketing

S P Jain

GPA

3.3 / 4

📅 09/2019 - 04/2021

📍 Singapore, Sydney, Dubai

- Awarded an academic scholarship

Bachelor in Pharmaceutical Science

Padjadjaran University (Cum Laude)

GPA

3.51 / 4

📅 2009 - 2013 📍 Indonesia

- Note key learnings, experience and skills gained relevant to the job.

TRAINING / COURSES

Project Management

by CCE - University of Sydney

Product Manager Certification

by Product School

Scrum for Product Owner

by Knowledge Academy

UX UI Design in Figma

by General Assembly

Dare to Lead™

by Dare to Lead™ Trained - Dr. Brené Brown

Storytelling for Change

by Small Giants Academy