

RATU NIDA F

Sr. Product Manager | Digital Health & Behaviour Change

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SUMMARY

Product Leader with 7+ years' experience building and scaling digital health and wellbeing platforms in regulated mental health and B2B environments. Proven track record of taking products from zero to launch, shaping new categories, and driving measurable behavioural and commercial outcomes.

Deep experience leading discovery with complex stakeholders, integrating content and technology, and translating customer pain into shipped product.

A Founder experience building mission-driven ventures from the ground up and selling highly niche solutions in difficult markets.

SKILLS

[Product Vision](#) [Product Management](#) [Behavioural Science](#)

[Lean Startup & Agile Delivery](#) [Behavioural Science](#)

[Product Discovery](#) [Automation](#) [Health-Tech Ecosystems](#)

[Data Analytic](#) [Category creation](#) [Strategic Positioning](#)

EXPERIENCE

Head of Product, Partnership, Marketing – 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 Vision:** Owned product vision and roadmap for a digital health and wellbeing platform serving enterprise clients across ANZ, integrating behavioural science, content, and technology into a unified system.
- **Product Launch & Adoption:** Launched a disruptive Mental Health app in the EAP category, achieving 26% user adoption and 29% active users within 6 months, informed by data and user feedback
- **Led end-to-end discovery** with HR leaders, clinicians, and end-users to identify unmet needs in workplace mental health, translating insights into scalable digital interventions.
- **Built product-market fit** in regulated environments by aligning clinical, legal, and commercial requirements into a coherent product strategy.
- **Increased User Engagement** by 40% and customer satisfaction by 22% by redesigning experience flows and embedding behavioural nudges. *This initiative won finalist at Asia Pacific Loyalty Award.*
- Touched and saved lives: Achieved **80% mental health recovery outcomes through the product.**
- **Maintained a healthy, prioritised backlog**, participating in agile ceremonies to ensure work was ready, sequenced, and aligned to outcomes.
- **Translated strategy into delivery** by writing detailed product requirements, user stories, and acceptance criteria in Jira to guide engineering and design teams.
- **Led strategic partnerships and product marketing** initiatives, positioning the platform as a differentiated wellbeing solution than a commoditised EAP offering.
- Partnered cross-functionally with engineering, design, clinical, legal, and marketing to ship outcome-driven releases within agile cycles.

AWARDS

- 🏆 **1st Winner at Co-Lab Social Enterprise Award 2025**
Secured \$10,000 Social Enterprise Award for LighHer Path - Solar Training
- 🏆 **Spirit of Vitality Works Award 2023 - Category "Pioneering Today for Tomorrow"**
Awarded for pioneering innovative projects that support long term strategic goals.
- 💎 **Delegation at ASEAN - Australian Emerging Leaders Program**
Selected as one of delegations in the Digital Economy cohort hosted by Australian Department Foreign Affairs & Trade, for the Digital Economy cohort
- 👤 **Asia Pacific CEO Award**
Award for significant contribution on helping to create a future for patients worth living in the rural area by comprehensive government partnership and marketing strategy initiatives.
- 🏠 **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"

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

Founder & CEO

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

Supporting migrant women experiencing violence in Australia

- **Founded and built a mission-driven organisation** from zero to operational launch, addressing domestic violence within migrant communities: a highly regulated, sensitive and underserved segment.
- **Conducted deep discovery** with vulnerable users, social workers, and government agencies to understand systemic gaps and translate them into scalable support solutions.
- **Designed and validated early-stage** products and service frameworks integrating technology, community, and institutional partnerships.
- **Navigated complex regulatory**, healthcare, and social service ecosystems to align stakeholders around a shared wellbeing mission.
- **Secured funding and recognition** (won Co-Lab Social Enterprise Award 2025 & Pitch for Good) to validate problem-solution fit in a difficult-to-enter market.

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

- 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 📍 Jakarta, Indonesia

GSK/ Haleon 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

- Received cum-laude honor

TRAINING / COURSES

Product Manager Certification

by Product School

Scrum for Product Owner

by Knowledge Academy

UX UI Design in Figma

by General Assembly

Project Management

by CCE - University of Sydney

Dare to Lead™

by Dare to Lead™ Trained - Dr. Brené Brown

Storytelling for Change

by Small Giants Academy