

# RATU NIDA F

## Senior Product Manager

☎ 0451880878   @ ratu.nida@outlook.com   🌐 <https://www.ratunida.com/>  
🌐 <https://www.linkedin.com/in/ratunida/>   📍 Sydney, AU



### SUMMARY

Impact & Purpose-Driven Senior Product Manager, leading innovative product development & strategy. Launched groundbreaking products & campaigns that elevate user experience & engagement. Proven ability to lead cross-functional teams towards creating customer-centric solutions. 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   Data-Driven Decision Making

Product Lifecycle Management   Behavioral Change

Strategic Planning   UX UI Design   Go-to-Market Strategy

### EXPERIENCE

#### Founder & CEO

**Women's Lantern**   📅 09/2024 - Present   📍 Sydney, Australia

A Nonprofit dedicated to supporting Southeast Asian women experiencing domestic violence by creating culturally sensitive, trauma-informed programs & resources.

- **Designing Digital Support Hub:** Designing a multilingual, culturally-tailored online platform offering risk assessments, resources, and connections to support services for survivors.
- **Established "The Tongue Sets Free"** – Safe, culturally aligned spaces for international students 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.

#### Head of Product, Partnership & Marketing (Sr.PM)

**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.

#### Asia Pacific Loyalty Awards Finalist 2023/24

Recognised for innovative wellbeing program through the use of gamification & loyalty program to foster behavior change & improve wellbeing.

#### 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

### 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