



SUHARYADI

DIRECTOR OF OPERATIONS | RESEARCH & DATA STRATEGY

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PROFESSIONAL SUMMARY

Director of Operations with 23 years of experience leading Research Operations and Data Strategy. Managed >150 quantitative & qualitative research projects annually across diverse sectors, reaching hundreds of thousands of respondents nationwide. Drove digital transformation by leveraging AI techniques (prompt engineering and workflow automation) to accelerate dashboard development, reporting automation, chatbots, and big data analysis.

Successfully streamlined team structure from over 60 to 9 (forming a lean team) without sacrificing quality standards or client SLAs. Developed and Managed Longitudinal KPI for over 300 Toyota Astra Motor Dealers and conducted strategic analysis on 138 million TransJakarta records for pricing optimization. Detail-oriented, quality-driven, and strongly committed to continuous improvement.

CORE COMPETENCIES

Strategic Operations Leadership

High-Volume Research Program Management

Digital Transformation

Process Automation

Advanced Statistical & Data Analysis

Quality Assurance & SLA Governance

AI & LLM Enablement

Executive Stakeholder Management

Continuous Improvement

PROFESSIONAL EXPERIENCE

Operations Director / Chief Operations – MarkPlus Insight Operations

2015 – Present

- Directed field and data processing operations, successfully delivering >150 multi-method research projects per year.
- Oversaw operational P&L and governance for multi-million dollar research programs, ensuring strict adherence to budgeting and data quality governance.
- Drove internal digital transformation and automation initiatives, maintaining high performance and timeline discipline.

SELECTED ACHIEVEMENTS

- Achieved 86% efficiency gain** by restructuring the operations team (downsized from 64+ to 9 staff) while maintaining **100% delivery timeliness** and quality standards.

- **Managed** high-profile KPK integrity projects (SPI) with budgets **exceeding IDR 10 Billion**.
- **Leveraged Big Data** by analyzing **138 Million** TransJakarta tapping records, resulting in data-driven recommendations for subscription pricing optimization.
- **Led** the **>10-year Longitudinal KPI program** for >300 Toyota Astra Motor Dealers (~150K respondents/year), driving long-term sales and service improvement strategies.
- **Created 4+ interactive monitoring dashboards** for key government and healthcare clients (BPJS, BPKH, BP Tapera, IHC), enabling real-time KPI tracking and strategic regional analytics.
- **Automated** report generation (*Excel to PowerPoint* via Python), reducing chart compilation time by **60%–70%** and accelerating client delivery.
- **Pioneered** the development of an internal AI WhatsApp Chatbot (LLM-based) and engineered the MEET room booking platform with AI assistant integration to optimize internal efficiency.
- Received **Chairman Distinction List Award** consecutively in 2022, 2023, and 2024.

Associate Operations Director

2013 – 2015

- Spearheaded the scaling transition, creating a more adaptive and efficient operational structure.
- **Enhanced** cross-functional quality control, seamlessly linking Field and Data Processing teams.
- **Initiated** early automation scripting standards and consolidated reporting templates for standardized output.

Data Processing Manager

2009 – 2013

- Led the Data Processing unit, overseeing all coding, checking, tabulation, and applied statistics activities.
- **Standardized** data cleaning and tabulation flows, introducing simple AI-assisted scripts to significantly improve processing speed.
- **Established** comprehensive data validation and process documentation standards across the unit.

Senior Statistician

2005 – 2009

- **Designed** complex sampling plans, questionnaires, and core analytical methodologies for research projects.
- **Served** as methodological advisor to Project Managers, ensuring statistical rigor across diverse industry projects.
- **Developed** proprietary tabulation models and performance indicators for accurate data representation.

Statistician

2002 – 2005

- **Executed** advanced statistical and descriptive analyses for all large-scale survey projects.
- **Prepared** initial quantitative tabulations and statistical summary reports.
- **Supported** methodology design and performed essential field data quality checks.

SELECTED TECHNOLOGY & INNOVATION PROJECTS

1. DATA STRATEGY & BIG DATA IMPLEMENTATION

- **TransJakarta Big Data Pricing Strategy:** Conducted deep analysis of **138 Million** TransJakarta tapping records, resulting in strategic recommendations for pricing optimization.
- **Market Sentiment Analysis (Twitter/X):** Established a continuous scraping pipeline, collecting **>3 Million records** (ongoing) for real-time sentiment and topic analysis.
- **Longitudinal KPI Program:** Built the methodological framework for consistent, long-term performance measurement across **>300 Toyota dealers** over **> 10 years**.

2. CLIENT-FACING & INTERNAL INFRASTRUCTURE

- **Strategic KPI Dashboards (Real-Time):** Developed **4+ interactive monitoring systems** for major institutional clients (BPJS, BPKH, etc.) providing real-time achievement tracking and regional strategic analytics.
 - *Technology used: HTML/CSS/Node.js.*
- **MEET Platform Optimization:** Deployed a digital platform integrating real-time scheduling and **AI assistance** to optimize internal meeting room management.
 - *Technology used: React / Node.js / Google Sheets API.*
- **Custom Survey Engine (JS/CSS):** Developed custom form logic, enabling layout and interaction flexibility beyond standard platforms for complex methodological requirements.

3. AI & OPERATIONAL AUTOMATION

- **Automated Reporting Pipeline (Python):** Reduced chart and report compilation time by **60%–70%** through an end-to-end automation pipeline.
- **AI Knowledge Retrieval Chatbot:** Successfully launched an internal **LLM-powered WhatsApp Chatbot** (proof-of-concept) to improve internal knowledge retrieval and efficiency.
 - *Technology used: LLM + n8n.*
- **Enumerator CV Automation:** Streamlined tender readiness by automating the verification and organization of **~300 enumerator CVs**, ensuring full compliance and speed.

EDUCATION

Bachelor of Statistics, IPB University
(Institut Pertanian Bogor) | 1997 – 2004

AWARDS

Chairman Distinction List Award (2022, 2023, 2024)

LANGUAGES

TECHNICAL & AI-ENABLED SKILLS

AI & AUTOMATION ENABLEMENT

- Prompt engineering (structuring complex LLM instructions)
- AI-assisted scripting & rapid prototyping (Python/JavaScript) – reporting, dashboards, chatbot, scraping
- Workflow automation (n8n, API integration, LLM WhatsApp chatbot)
- Reporting & batch document automation (Excel → PowerPoint; enumerator CV set)

Indonesian (Native), English (Professional Working Proficiency)

SOFT SKILLS

Leadership

Problem Solving

Process Optimization

Automation

Accuracy & Quality

Continuous Improvement

Stakeholder Management

INDUSTRIES & METHODOLOGIES

- **Industries:** Automotive, Transportation & Logistics, Government & Public Services, Financial Services, Healthcare, Property & Consumer Goods, and Resources & Utilities.
- **Methods:** Large-Scale Quant Surveys, FGD, IDI, Mystery Shopping, Field Observation, Panel Studies, Social Media Sentiment Analysis.

- Data scraping & sentiment/topic analysis (Twitter/X)

FUNCTIONAL PROGRAMMING & STATISTICAL TOOLS

- Python (Advanced – Reporting Automation & Data Manipulation)
- JavaScript/Node.js (Dashboards & Custom Form Logic)
- SQL (Database Querying & Aggregation)
- SPSS (Advanced – Tabulation & Applied Statistics)
- MS Excel (Advanced), KoboToolbox

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