

George Samuel

Born in, 22nd October 1992, Male
Jl. RS Fatmawati No. 2, Kebayoran Baru, Jakarta Selatan
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Education:

Universitas Pelita Harapan Double Degree, (2011 – 2016)
Sarjana Ekonomi (SE), Sarjana Sains Terapan Pariwisata (SST.Par)
GPA: 3.53

Work History:**PT. Abadi Sejahtera Finansindo (Singa Fintech)**

P2P Financial Technology company that aims for financial inclusion, providing credit services ranges from Cash Loan, to SME Working Capital Loans

Director**Dec 2018 – Dec 2020**

Highlights:

1. Integrating machine learning for credit scoring platform to analyze behaviors and reduce credit defaults from 5% to 0.2%
2. Took part and obtained Fit & Proper qualifications to rank as Fintech Company Director, as required by OJK
3. Developed marketing & advertising campaign strategies that delivers total of 8,000 daily applicants to the platform

PT. Solusi Sinergi Digital Tbk

Holding Company of Digital Ecosystem Group, comprised of Fiber Optic Backbone Network, Software House, OOH & Digital Media, and Strategic Partnerships with key players to integrate multiple products & services, and mass advertising to drive conversion.

Director**Mar 2019 - Present**

Highlights:

1. Preparing Investor Decks for pitches to potential investors on the 'digital ecosystem' approach that integrates infrastructure to user conversion
2. Building product, pricing, & financial model for Fiber Optic Backbone products, such as bandwidth backhauling, capacity PoP pricing to sell to local ISP & Fiber players
3. Creating strategic planning & cooperation with partners in multiple industries to develop digital products / services, such as but not limited to Financial Services, Life Insurance, Food Catering, Entertainment.
4. Leads the development of Train Ticketing app for PT. Kereta Api Indonesia to further improve the customer experience & monetization, includes UI/UX improvement and integration with payment channels & travel insurance.
5. Advised the development of Ads Gamification app LINIPOIN that provides brands with incentivized engagement-based pricing and provides users with redeemable gifts & vouchers

PT. Pulau Pulau Media (MacroAd)

OOH Media company that operates cloud-based digital screens inside Commuterline Train Carriages, Commuterline & Intercity Station Medias, Perumda Pasar Jaya Modern Market medias & Public Free Wi-Fi advertising Captive Portal

Head of Commercial & Business Development**Jan 2018 – Mar 2019**

Highlights:

1. Leads the drafting pitch presentations to brands & advertising agencies that focusing on Offline – to – Online consumer journey to further improve brands' conversion rate & securing sales to the company
2. Developed programmatic platform that enables contextual advertising; correlating geolocation, weather, 3rd party API & Time parameters to content triggering to further improve OOH media's effectivity by being more relevant to audience
3. Managed +15 team members consisting of sales & business development teams to continuously sell & develop advertising products that resulted in +100% consecutive growth compared to year 2017 & *2018 (*from Annualized 1H2019 position*).
4. Co-developed TVR measurement for MacroAd's Commuterline OOH Media with Nielsen to provide better insights & market feedbacks for brands & agencies

PT. Bank OCBC NISP Tbk.**Enterprise Banking Relationship Manager****Jan 2016 – Jan 2018**

Highlights:

1. Maintained day to day operations for credit portfolio totaling Rp 1.5Tn (*US\$ 100Mn Eqv.*) contributed from various industries, such as Steel Factory, Shipping, Coal Mining, & Computer Hardware Distributors.

2. Preparing various Credit Proposals for Structured Working Capital Financing / Term Loan for mining, infrastructures, oil shipping & manufacturers

Notable Activities 2018 - 2019:

1. Guest Speaker at Nielsen's 'Disclose the OOH Hidden Gems' in June 2019
2. Guest Speaker at Ideafest 2018 to discuss developments on Indonesian advertising industries
3. Guest Speaker at MarkPlus' Implementation and Evaluation of Marketing Program in 2018

Soft Skills:

1. Fluent in English & Indonesian, Moderate Chinese speaker
2. Skilled in Microsoft Office application such as Microsoft Excel, Powerpoint.& Word
3. Skilled in Adobe Illustrator, XD, and Premiere Pro