

Garda Bramantyo Dwi Seputro

Strategy & Operations | CEO Office | Process Automation
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SUMMARY

Strategy and operations professional with 5+ years in product, commercial and operations roles across AI SaaS, agritech and food technology. Currently in the CEO Office at YoboLabs, working directly with the CEO on the strategic roadmap, OKRs and business reporting, and building the AI and automation tools that managers use every day. Previously set up eFishery's first Product & Operation Compliance function and delivered change management for an industrial IoT rollout at Sinarmas APP. Looking for Chief of Staff or Strategy & Operations roles at manager level and above.

PROFESSIONAL EXPERIENCE

CEO Office – Strategic Operations | YoboLabs

Sep 2025 – Present

Jakarta, Indonesia · AI marketing and WhatsApp CRM platform for F&B, retail and clinic merchants in Southeast Asia and the US

- Work directly with the CEO on company priorities. Led development of the 2026 Strategic Roadmap and broke it into quarterly OKRs for 9 functions, including Growth, Operations, Finance, People and Product & Tech. Gross MRR grew about 2.5x over this period.
- Redesigned the finance invoicing-to-reporting process with AI agents and n8n. Work that took about one week per cycle now takes about two hours: one hour for the automated build and user QC, one hour for revisions.
- Built internal AI agents and n8n workflows used by more than 10 managers and supervisors across functions, covering reporting, campaign planning, creative production, product specification and meeting notes.
- Wrote PRDs for products that shipped, including the Mission Control platform and the finance platform, as well as CRM, merchant portal and WhatsApp loyalty features.
- Designed the "Fulfillment Engine" framework, which maps merchant onboarding through retention and is used to find bottlenecks in service delivery.
- Prepare Gross MRR and business health analysis for the leadership team, and coordinate handovers and KPI tracking between Product, Operations and Finance.

Change Management Consultant (Contract) | IROOTECH, on behalf of Linkton Tech

May 2025 – Jun 2025

Jambi, Indonesia · Client: Sinarmas APP · Rollout of the ROOTCLOUD industrial IoT platform

- Ran a business impact analysis to identify operational risks for Sinarmas APP before go-live.
- Ran a change impact analysis mapping how processes would change for leadership and ground-level teams.
- Planned and delivered change communication and socialisation for regional leadership and plant-floor teams.

eFishery

May 2023 – Feb 2025

Bandung, Indonesia · Aquaculture technology company

Product & Operation Compliance Lead, Operational Excellence

Feb 2024 – Feb 2025

- Set up eFishery's first Product & Operation Compliance function, including its charter, review process and audit framework.
- Rewrote 15+ standard operating procedures (SOPs); the average SOP audit score rose by 30%.
- Introduced Good Corporate Governance (GCG) principles into product and operations SOPs.

Channel Development Sr. Associate

May 2023 – Feb 2024

- Worked on fish-farmer acquisition and retention, using sales and usage data to decide which areas and channel partners to focus on.

PT Askara Tekno Pangan (BioSystems Indonesia)

Oct 2021 – May 2023

Jakarta, Indonesia · Distributor of food quality and safety analytical solutions

Operational Coordinator

Mar 2023 – May 2023

- Set up the operating system for a team that had none: wrote the first SOPs and built tracking sheets to monitor work.
- Designed the incentive scheme for project work.

Product Specialist

Oct 2021 – Feb 2023

- Closed a client project worth over IDR 500 million plus a recurring purchase of about IDR 15 million per month, against prior business revenue of roughly IDR 45 million per month.
- Identified the client's main pain points and matched them to a new product solution, which formed the basis of the deal.
- Led client users through the switch to new product technology, including training for each stakeholder group.

Research & Development Scientist | PT Ajinomoto Indonesia

Feb 2021 – Oct 2021

Jakarta, Indonesia

- Analysed the physicochemical properties of vegetable oils using Principal Component Analysis (PCA) and OPLS, and built a product map used in product development decisions.

EDUCATION & TRAINING

IPB University (Institut Pertanian Bogor)

2017 – 2021

Bachelor of Food Science and Technology · GPA 3.20 / 4.00

RevoU – Full Stack Product Management

Nov 2022 – Jul 2023

Part-time programme, 200+ hours: product metrics and OKRs, roadmapping, PRDs, user research, A/B testing, go-to-market.

LEADERSHIP

Deputy Local Director | IAAS LC IPB

Nov 2019 – Nov 2020

International Association of Students in Agricultural and Related Sciences

- Led a student organisation of 67 active members; raised the member activity rate to 92.1% and received a 360-degree performance score of 3.58 / 4.00.

SKILLS

Strategy & Planning: Strategic planning, OKR and KPI management, business performance reporting, executive support, cross-functional coordination

Operations & Governance: Process improvement, SOP development, change management, Good Corporate Governance (GCG), compliance audit, project management

Product: PRD and BRD writing, product discovery, go-to-market

Automation & AI: n8n, AI agents (Claude), workflow automation

Tools: Google Workspace, Microsoft Office, Notion, Jira, Odoo, Looker, Whimsical

LANGUAGES

Indonesian (native); English (professional working proficiency)