

# DIGITAL TRANSFORMATION ASIA 2016

Implementing the Digital Transformation Roadmap from Strategy to Execution

18-19 April 2016 | Fairmont Hotel, Jakarta INDONESIA

"The biggest risk facing businesses when it comes to disruption is to do nothing at all. It is time for businesses to respond or fail." **Sarv Girn, CIO, RBA**

The pace of technological change is causing massive upheavals to established industries and completely re-engineering the mechanics of global business. The Digital Transformation event will help today's global business leaders prepare for tomorrow and develop new strategies for success in a rapidly changing world by adopting universal best practices and adapting lessons learned while staying fervently customer-centric stand to maximize the digital opportunity on a global stage.

## Featured Speakers



**H. E. Rudiantara**  
Minister of ICT  
**MINISTER OF INFORMATION TECHNOLOGY & INFORMATICS, INDONESIA**



**Thomas Lembong**  
Minister of Trade  
**MINISTRY OF TRADE, INDONESIA**



**Glen Francis**  
President  
**CIO ACADEMY**



**Aaron Loo**  
Country Head, Retail Banking  
**STANDARD CHARTERED BANK**



**Michael Wright**  
Head Talent Acquisition  
**GROUPM**



**Tarek Metwally**  
Head of Digital  
**TOYOTA SAUDI ARABIA**



**Alfred Boediman Phd,**  
Vice President  
**SAMSUNG RIN**



**Andreas Diantoro**  
President  
**MICROSOFT INDONESIA**



**Triawan Munaf**  
Chairman  
**BEKRAF**



**Robbi Wu**  
Regional Head of Innovation & Technology (APAC)  
**NAUTICAL**



**Kelly Kubrick**  
President  
**ONLINE AUTHORITY CANADA**



**Ari Fadyl**  
Head of Digital Transformation & Innovation  
**AXA INDONESIA**



**Gunawan Susanto**  
President Director  
**IBM INDONESIA**



**Shinta Bubu**  
CEO  
**BUBU.COM**



**Donald Lim**  
Chief Digital Officer  
**ABS-CBN PHILIPPINES**



**Timo Valli**  
DG & GCIO of Public Sector ICT  
**MINISTRY OF FINANCE, FINLAND**



**R May Lee**  
Dean, School of Entrepreneurship & Management  
**SHANGHAI TECHNOLOGY UNIVERSITY**



**Manish Bahl**  
Regional Head, Centre for Future Work  
**COGNIZANT ASIA PACIFIC**



**Alexander Rusli**  
CEO  
**INDOSAT OREDOO**



**Jeff Evans**  
Vice President Digital, APAC  
**EPSILON**



**Adnan Hendricks**  
CEO  
**MICROSPECIALIST DENMARK**



**Herbert Chia**  
Group VP & Head of Data Committee  
**ALIBABA CHINA**



**AmitKumar Dev**  
Founding Futurist & CEO  
**DIGIVALLEY INNOVATION**



**Miguel Carrasco**  
Partner & MD  
**BCG GROUP, AUSTRALIA**



**Kylie Watson**  
Sociologist & Associate Director  
**SAP INSTITUTE OF DIGITAL GOVERNMENT**



**Jahja Setiaatmadja**  
President Director  
**BANK CENTRAL ASIA**



**Roy Simangunsong**  
Country Business Head  
**TWITTER INDONESIA**



**Henky Prihatna**  
Indonesia Country Consultant  
**GOOGLE INC.**

## OVERVIEW

Digital is transforming the very essence of business. It moved from the sidelines to the core, from online tactics to business strategy.

It matters more than any other strategic imperative for firms and government globally, but its relevance is greater in Asia Pacific, as the region is home to around 60% of the world's population. The region is fast becoming a hotbed of innovation for digital transformation as consumers leap at digital technologies and its opportunities. How successfully a business adapts to digital transformation will correspond directly to its future competitiveness and ultimate survival.



**86% CEOs believe technological advances will transform their businesses over the next 5 years offering innovative opportunities to create new source of value.**



**Digitally maturing organizations are 4x more likely to provide employees with needed skills than are organizations at lower ends of the spectrum.**



**84% CIOs in S.E.A recognize the need to adapt their leadership style in the next 3 years to succeed in digital business, compared with the global average of 75%.**



**51% of companies are investing more than 15% of revenue into technology investments that span all areas of the business, not just IT.**

## WHY YOU SHOULD ATTEND DTA2016

Digital Transformation Asia is the only event in Indonesia dedicated to overcoming the challenges and optimizing the opportunities surrounding your digital transformation roadmap and best practices, regardless of your industry or role.

- Fast-moving trends from over 25+ industry visionaries with real transformation stories from a variety of cross-industry perspectives to benchmark your strategies against yours peers.
- Through interactive discussions and specialized networking sessions with experts from Finland, Australia, Denmark, Canada, India, Singapore and many more.
- Discover how innovation can be a priority for your organization's transformation processes to stay competitive in the market.
- Gauge new ideas and solutions to all your digital transformation challenges at DTA2016 with tracks for the corporate companies and well as government experts.
- Interactive formats via Q&A, panels and roundtables that facilitate discussion and problem-solving - network with and learn from digital transformation experts.

## WHO SHOULD ATTEND

Digital Transformation Asia 2016 will provide you with top insights into digital transformation best practice. You will have the opportunity to network with the following professionals:

- Chief Executive Officers
- Chief Information Officers
- Heads of Digital Innovation
- Heads of Digital Transformation
- Heads of Online
- Heads of Customer Engagement
- Chief Digital Officers
- Heads of Digital
- Heads of Digital Marketing
- Heads of Change Management
- Chief Technology Officers
- Heads of Insights and Analytics
- Heads of Digital Delivery
- Heads of Digital Delivery
- Heads of Information Technology
- Chief Marketing Officers
- Heads of Digital Strategy

## WHY SPONSOR OR EXHIBIT AT DIGITAL TRANSFORMATION ASIA 2016?

- Gain preferential access to the senior executives in your target market and demonstrate your newest products
- Meet decision makers face-to-face to leverage your product and brand building
- Establish strong relationships and make proposals to potential customers
- Demonstrate your expertise and product excellence

Delegates are attending to actively find solutions to revolutionize their digital strategy in order to stay competitive. Make sure that your company is there in front of them as they are assessing the best possible solutions to these issues.

For more details of sponsorship and exhibition packages, call us on **+603 22606500** or email **marketing@thomvell.com**

# DAY 1 : 18 April 2016

08:15-08:45

**Registration and Morning Coffee**

08:50-09:00

**Official Welcome & Opening Remarks:**

**Harjit Dhaliwal**, Technology Evangelist, Social Media Influencer, **Vermont USA**

09:00-09:30

**Opening Keynote:**

## Change Leadership: The Role of IT Leaders In Driving Innovation

Today technology leaders influence innovations, effectively introduce new systems to reduce costs, improve business processes, enable new functionality, and introduce new ways of doing business. Each of these introduces tremendous change at all levels of the organization. This session will explore the role of technology leaders as change agents and outline how to successfully lead the organization in adapting to the change.

**H. E. Mr. Rudiantara**, Minister of ICT,  
**MINISTRY OF COMMUNICATION & INFORMATION,  
REPUBLIC OF INDONESIA**



09:35-10:05

## Creative Approach to Technology Innovation

This session will review new trends in technology innovation and ways leaders should think about organizational change. In a fast-changing digital landscape, leaders need to understand the opportunities and barriers to change and how technology can make or break them.

**Triawan Munaf**, Chairman,  
**AGENCY OF CREATIVE ECONOMY (BEKRAF)**



10:10-10:30

**Morning Tea-Break**

10:30-11:10

## Flipping to Digital Leadership

How should CIOs adapt their leadership and management in 2016 and beyond, to ensure that their enterprises survive and thrive in an increasingly digital world?

- Creating a transformative vision of how your firm will be different in the digital world
- Engaging Employees in making the vision a reality
- Channeling an organization's energy through digital governance
- Breaking down silos at the leadership level to drive digital transformation together

**Glen Francis**, President **CIO ACADEMY SINGAPORE**



11:10-11:50

## Customer Journey Transformation: A Standard Chartered Case Study

Customers' interaction with banks has evolved from walking into a branch to meet a teller, to currently enhanced by technology using internet and mobile banking. Customers are becoming increasingly savvy and expect banking convenience at their fingertips. How can banks maintain high touch in a high tech world? Aaron Loo shares how Standard Chartered embraces digitalization to meet customer needs and lifestyles by offering not only products and services but also delivery channels that are in line with current and anticipated future needs. Banks must cater to customers of different life stages and meet the expectations of a new generation, while optimising costs and technology investments.

**Aaron Loo**, Country Head, Retail Banking,  
**STANDARD CHARTERED BANK**



11:50-12:30

## Harness Digital Power to Amplify Employee Referrals, & Select Better Talent

There are innovative strategies that address the changing landscape of digital relationships and networks, and powerful new tools that can seem magical when you're trying to find the perfect candidate for the available position. Understanding these strategies and harnessing these tools will prepare you to source, screen, and interview and hire the best talent for your growing organization. Michael will be sharing GroupM award-winning referral scheme and how they use digital to drive it.

**Michael Wright**, Head Talent Acquisition, **GROUPM**



12:30-1:10

## Developing Digital Leaders for the New Era

Within today's rapidly evolving digital world, the preparation, training and mentoring of our next generation of up-and-coming enterprise leaders is vital to the increased success and competitive advantage of the region's IT ecosystem. Companies that expect this new workforce of technology talent to suddenly show up fully developed and ready for the challenges of today's IT landscape will find themselves at a distinct disadvantage. The clear winners in this new space will be forward-thinking companies who proactively empower their new team members with the next-level leadership skills and resources needed for professional growth.



**Tarek Metwally**, Head of Digital, **TOYOTA SAUDI ARABIA**

2:00-2:40

## Panel Discussion: CEO's ROLE IN DIGITAL TRANSFORMATION Overcoming the Real World Challenges : Talent Shortages, Cyber Security & Disruptive Competitors

To realize the potential of new technology and models, your organization will require new processes-and people. Given the growing threat of cyber security how does one best shield one's network from attack? Given the ability of competitors to disrupt markets what skills will your organization need, and how can you ensure you will acquire these skills to remain competitive

Moderated by : **Bari Arijono**, CEO, **DIGITAL ENTERPRISE INDONESIA**  
Session Leaders: **Alexander Rusli**, CEO, **INDOSAT OREDOO**  
: **Andreas Diantoro**, President, **MICROSOFT INDONESIA**  
: **Amit DevKumar**, CEO, **DIGIVALLEY INNOVATION GROUP**  
: **Jahja Setiaatmadja**, President Director, **PT BANK CENTRAL ASIA TBK**



2:45-3:20

## Taking Mobility from Strategy to Execution

- Building and launching a mobile application can be a daunting experience. How do you take an idea from conception to launch?
- What are the steps, pitfalls and decisions you'll make to ensure your idea has market-fit, uptake and success?
- What do we measure as to better understand our users and to make better decisions on feature development?

**Robbi Wu**, Regional Head of Innovation & Technology, **NAUTICAL**



3:25-4:00

## A Futurist Perspective: Universities of the 21st Century

- What could universities look like in future as a result of digital transformation?
- How will we design and strategize for a future-proof university?
- What will be the biggest challenges be in 10 - 15 years time?
- How can we accurately estimate the cost, time and scope of an effective transformation project?

**R May Lee**, Dean, School of Entrepreneurship & Innovation, **SHANGHAITECH UNIVERSITY**



4:05-4:30

**Evening Tea-Break**

4:30-6:30

**Mapping Digital Maturity Workshop**

This session will help you assess your organization’s digital maturity, or how well your organization’s digital processes are formalized and optimized. Gain perspective on your organizational strengths, weaknesses, gaps and opportunities, for greater success when planning your digital strategy.

By the end of this 2 hour workshop, you will know how to rate your organization’s digital maturity against the Six Dimensions of Digital Maturity™, using the dStrategy Digital Maturity Model™ business planning framework. The result? A visual road map a maturity map to help you picture your organization’s path forward into digital maturity. Most importantly, the simplicity and clarity of your organization’s unique digital maturity map provides everyone in your organization with a common starting point to: Pinpoint strengths and weaknesses of your digital processes today; Identify and articulate future digital opportunities & Set digital priorities so that you can move forward with implementation.

**Kelly Kubrick**, President, **Online Authority & Digital Strategy Media**



6:30-7:15

**Refreshments & Networking**

**DAY 2 : 19 April 2016**

08:30-09:00

**Digital Transformation - How Traditional Businesses Need to Adapt**

Digital tools and technologies have invaded the business environment, triggering significant changes in the way we work, communicate, and sell. Industries and governments alike are undergoing a digital transformation either crisis-induced, as part of a core strategy, or as part of a more controlled business transition. Under all circumstances, leaders need to be well prepared to anticipate the current and future impact of this enduring trend and steer their corporations accordingly at the right speed.

**Thomas Lembong**, Minister of Trade,  
**MINISTRY OF TRADE, REPUBLIK OF INDONESIA**



9:05-10:05

**Finland Digital Transformation Roadmap and Journey: Strategy, Implementation, Successes, Challenges & Lessons Learned**

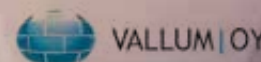
Finland began its digital transformation strategy in 2011 with the goal of achieving ‘zero administration’. This meant, service delivery that was seamless and intuitive and that can be accessed by citizens and businesses ‘without a thought’. Why was this important to the government? 2011 wasn’t the best time for the Finnish economy, facing the after effects of the global economic crisis, sanctions on its largest exporter and an aging population. The government realised the potential of digital as an enabler of productivity and creator of new opportunities – deciding to invest in a digital revamp. This was a mammoth project and the risks huge, with over 2000 government departments and 300 municipalities involved. Timo Valli, GCIO at the time was the main architect of the change. He will share his experience of drawing up and implementing this revolutionary project.

**Timo Valli**, DG & GCIO of Public Sector ICT,  
**Ministry of Finance, Finland**



**Valtori** | Government ICT Centre

MINISTRY OF FINANCE



10:05-10:15

**Morning Tea-Break**

10:20-10:50

### The Digital Transformation Imperative

Amidst the pressure to retain talent, churn out new innovative products to meet changing customer demands, increasing revenue that will outpace the market, and managing a lean organization, leaders have to face the shareholders at the end of the year promising returns and sustainability in the long term. But as technology moves faster than ever before and consumer habits evolve, the challenge on the organization to remain relevant has become more paramount in this digital age. Donald discusses how to think critically & how to creatively prepare for the digital revolution. The role of the Chief Digital Officer is also becoming more important given the transition of companies to digital. Thus, the challenges, role and expectations of this emerging post will also be discussed.

**Donald Lim**, Chief Digital Officer, **ABS-CBN PHILLIPINES**



10:50-11:30

### TRANSFORMING CUSTOMER EXPERIENCE IN A HYPERSOCIAL MOBILE- FIRST NATION

Indonesia has the highest mobile penetration in the world, but reaching this digitally savvy audience requires creative and innovative digital strategies. Learn how AXA Indonesia is embracing the mobile market to generate conversation around insurance in Indonesia, using gamification and video. Also hear Ari 's views on digital transformation, the customer journey, and the state of mobile and e-commerce in Indonesia

**Ari Fadyl**, Head of Digital Transformation & Innovation, **AXA INDONESIA**



11.30-12:10

### Winning Over the Unforeseen Challenges of Digital Transformation

“Digital-first” is the new norm in Asia-Pacific as business leaders are re-calibrating their business models to create new products and services, boost revenue growth and drive new operational efficiencies across their organizations. However, the digital transformation agenda is also introducing some unforeseen challenges, in the form of new investments, organizational structures, internal skills, change management, and roles and responsibilities for companies. The mandate has intensified for businesses to quickly rise to the digital transformation-related challenges and turn them into opportunities. While every company will follow a different path to digital transformation, consistent nuts-and-bolts lessons can be learned and applied from digital winners across Asia-Pacific.

**Manish Bahl**, Regional Head, The Center for the Future of Work **COGNIZANT ASIA PACIFIC**



12:15-1:00

### Round-Table Discussion : DIGITAL REINVENTION

#### How to Create and Execute a Successful Digital Transformation Roadmap

Developing an effective response strategy for business: Fostering innovation, speed to market, flexibility, customer engagement, organizational effectiveness

- Short term and long term response strategies: Channel driven solutions and organisational change
- The critical role of the CEO in driving effective organisational change management and digital transformation
- Overcoming the reluctance to change and addressing fear of failure
- Building business agility and flexibility into the Enterprise
- “The Biggest Risk to your Business is No Action” – How this can impact revenue & market share

Moderator : **Kelly Kubrick**, President, **Online Authority, Canada**

Panelist : **Gunawan Susanto**, President Director, **IBM INDONESIA**

: **Alfred Boediman Phd**, VP, **SAMSUNG RIN INDONESIA**

: **Donald Lim**, CDO, **ABS-CBN PHILLIPINES**

: **Miguel Carasco**, MD, **BCG Australia**



THE BOSTON CONSULTING GROUP

**BREAKOUT SESSION: TRACK A | TRACK B**

**TRACK A: DIGITAL TRANSFORMATION CORPORATE BUSINESS**

2:00-2:40

**Organization Digital Marketing Makeover**

Marketers are facing a new consumer marketing paradigm, and digital marketing is at the center of this shift. But how do you master digital marketing, both from a strategic level and down at the grass roots level, across all the channels, tools and resources digital has to offer? Learn what it takes to move away from the tired old marketing approaches of the past and embrace all aspects of digital marketing. Jeffrey will show you the key strategies in a digital marketing makeover for a real audience member.

**Jeff Evans**, VP Digital, **EPSILON AUSTRALIA**

**EPSILON**

**TRACK A**

2:45-3:30

**How to Digitally Transform Any Business"**

Using real transformation case studies learn how to apply strategies and concepts to create IT business disruption. With the importance of business culture or change thereof combined with new technology pathways to bring about better and more productive business results. What strategy approach to use or IT trends to follow? Adnan clears the air by showing how businesses in the enterprise and government produced better value by digitally transforming successfully.

**Adnan Hendricks**, CEO, **MICROSPECIALIST DENMARK**

**MICROSPECIALIST**

**TRACK A**

3:30-4:10

**Big Data Product Evolution Best Practices**

Why it is important to learn the different between experience driven and data Driven. Data Sharing is the nature of big data. Good Data product needs a different decision framework from current product management.

**Herbert Chia**, Group VP & Head Data Committee, **ALIBABA CHINA**

  
**Alibaba Group**

4:10-4:30

**Evening Tea-Break**

4:30-5:10

**EVENING ROUNTABLE : Driving Digital Transformation**

Digital technologies are profoundly impacting every industry sector, entire business models and the customer relationship.

- How are organisations responding to this challenge.
- What are the characteristics of those who have emerged as digital leaders within their competitive peer set?
- Within organisations, who will lead their own digital transformation initiatives – the CIO, CMO or CDO

Moderator : **Jeff Evans**, VP Digital , **EPSILON AUSTRALIA**

Panelist : **Roy Simangunsong**, Country Business Head, **TWITTER INDONESIA**

: **Henky Prihatna**, Indonesia Country Consultant, **GOOGLE, INC**

: **Shinta Bubu**, CEO, **BUBU.COM**



**EPSILON**

**Google**

**bubu**

5:20-6:00

**Rethinking your Operating Model for your Transformation Strategy: Develop a Digital Operating Model.**

How can you move your company from what it is now, to what it needs to become to fulfill future requirement?

- Digital India' scenario of transformation and innovation as global focus of attention.
- 'Digivalley' project as the most innovative global collaboration with facility co-location.
- Business and Product metamorphosis for new demands with quality supply to address global opportunities.

**Amitkumar Dev**, CEO & Founding Futurist, **DIGIVALLEY INDIA**



## TRACK B: DIGITAL GOVERNMENT

2:00-2:40

### Transforming Government through Customer-First Digital Strategies

- Transforming lives through digital strategies
  - Designing organizations and processes for happiness, not just satisfaction
  - Redesigning processes and procedures through digital creativity
  - Run fast, fail fast, win fast a 3-speed approach for national competitive advantage
- Making a "One-Stop-Shop" program an award-winning reality, not a white elephant

**Thomas Lim**, Director, **UST GLOBAL SINGAPORE**



2:45-3:30

### Resetting and Re-imagining the Government Business Model of the Digital Age

The critical role of Asia's digital government roadmap to develop and deliver citizen-centric e-services. Adopting a coordinated, whole-of-government approach to service delivery, moving beyond the current model of operating in silos. Changing the mindset to become agile and intuitive - redefining new ways of working and bringing new skills to government

**Miguel Carasco**, Partner & MD, **BCG GROUP AUSTRALIA**



THE BOSTON CONSULTING GROUP

3:30-4:10

### The People Side of Implementing Service Delivery

In order to implement successful service delivery for the future you need to know what users want, their patterns of behaviour, and likely uptake. What are the social acceptance levels for data analytics and data sharing? How do you develop a digital service delivery strategy that has the right balance between both the analogue and digital customer experience? Kylie will provide some sociological insights into human behaviour and uptake, expectations from future generations and how to implement successful service delivery within the current landscape of the digital disruption.

**Kylie Watson**, Sociologist & Associate Director,  
**SAP Institute of Digital Government**



4:10-4:30

**Evening Tea-Break**

4:30-5:15

### EVENING ROUNDTABLE : Building the 21st Century Digital Government

Moderator : **Adnan Hendricks**, CEO, **MICROSPECIALIST DENMARK**  
Panelist : **Timo Valli**, DG & GCIO of Public Sector ICT, **Ministry of Finance, Finland**  
: **Thomas Lim**, Director, **UST GLOBAL SINGAPORE**  
: **Glen Francis**, President, **CIO ACADEMY**



5:20-6:00

### Implementing Entrepreneurial Agility in Government

- How to transform from antiquated, bureaucratic and wasteful systems into a customer-driven, creative, sustainable and data-oriented government
- Implementing new ways of collaborating across teams to meet the demand of the public service
- Collaboration with the business sector - how can a government entity act as a connector and convener?

**Tam Shepherd**, GM Future Services Design,  
**DEPARTMENT OF HUMAN SERVICES, AUSTRALIA (TO BE ADVISED)**

6:00

**Lucky Draw & Closing of DTA2016**



# SPEAKER BIOGRAPHY

**H.E Rudiantara** is the Minister of IT and Informatics of Indonesia. He began his career as the GM of business development at Indosat in 1986, and has held a number of key executive positions at Indosat, Telkomsel, and Excelcomindo (Now XL Axiata); he was also vice president director at state cement maker Semen Gresik; he is known for his strong managerial skills and a good understanding of financial market. 2006 Rudiantara was appointed by the government of then President Susilo Bambang Yudhoyono as vice president director at state-utility company Perusahaan Listrik Negara (PLN), where he was tasked with assisting the government's fast track program .

**Donald Lim** is the Chief Digital Officer of ABS-CBN Broadcasting Corporation. Prior to his current role, he served as Chief Innovation Officer of McCann Worldgroup Philippines, one of the country's largest advertising agency, and MD of the digital arm of McCann, MRM Manila by the Asian Confederation of Business, the Young Market Masters Award in Online Marketing by Mansmith and Fielders, an honorary Certified eMarketing Consultant title by the eMarketing Standards Board of Australia, and is the first recipient of the Digital Leader of the Future award conferred at the World Brand Congress in Mumbai. Recently, he is the first awardee of the Agora Award for Marketing Communications by the Philippine Marketing Association, a 2015 Young Global Leader conferred by the World Economic Forum

**Aaron Loo** is the Country Head, Retail Banking where he is responsible for driving the Retail Banking business performance in Malaysia and delivering the best products and services to Personal, Priority and Business clients. He has more than 15 years' experience in retail banking covering strategy, product management, operations, collections & recovery, IT and project management over a range of retail products and support functions. Prior to joining Standard Chartered, he was Head, Group Consumer Banking at Alliance Bank Malaysia. Previously he was attached with CIMB for over 13 years, where he was last Senior Managing Director and Head, Group Cards and Personal Financing Division in which he oversaw the bank's Regional Credit Cards business. He was also a member of its Consumer Bank Management Committee.

**Andreas Diantoro** is the President for Microsoft Indonesia where his first focus was to rebuild the senior leadership team to create a solid and strong One Microsoft. For his achievements and leadership skills, Warta Ekonomi magazine awarded him the Best CEO Award in 2013 and 2014. Prior to joining Microsoft, Diantoro was regional managing director, Dell South Asia/Developing Markets Group from 2000 to 2012, overseeing Indonesia, Philippines and 17 emerging countries.

**Thomas Lembong** is the Minister of Trade of The Republic Of Indonesia. Prior to his appointment, Mr. Lembong served as the CEO of Quvat Management, a Singapore-based private equity fund with investments in Indonesia, Singapore and Malaysia. Prior to co-founding Quvat, Mr. Lembong had an extensive experience in the financial sector, working for Deutsche Bank and Morgan Stanley. From 2000-2002, Mr. Lembong was a Senior Official at the Indonesian Bank Restructuring Agency (IBRA), a government-led economic program set up to restructure Indonesia's banks and private sector non-performing loans following the 1997/98 Asian Financial Crisis. Mr. Lembong holds a bachelor's degree in Architecture and Urban Planning from Harvard University. He was named Young Global Leader (YGL) by The World Economic Forum (WEF), Davos in 2008.

**Manish Bahl** leads Cognizant's Center for the Future of Work in Asia Pacific. A respected speaker and thinker, Manish has guided many Fortune 500 companies into the future of work with his thought-provoking research and advisory skills. He helps ensure that the unit's original research and analysis jibes with emerging business-technology trends and dynamics in Asia, and collaborates with a wide range of leading thinkers to understand how the future of business will look. His professional expertise spans business technology strategy and planning, C-level thought leadership, innovation, and sales & marketing. He most recently served as Vice President, Country Manager with Forrester Research India where he provided strategic guidance to Forrester clients and drove Forrester's growth in the Asia Pacific region. His research covered IT strategy, strengthening the linkage between business and technology, disruptive start-ups, and the overall technology services market in Asia Pacific.

**Shinta Bubu** has been in the Indonesia's digital industry for 17 years. She is the founder of Bubu.com , one of the first internet companies in Indonesia which has evolved into country's leading Digital media Agency engaging with internet, social media and mobile strategies. Bubu was recently acknowledged by Red Herring as one of Asia's TOP 100 most innovative Companies. Continuing the winning from Red Herring Asia Awards. She is also the former Managing Partner at Nusantara ventures, a pioneering technology venture capital fund in Indonesia aimed at helping entrepreneurs create and grow market-leading digital media companies throughout the region since 2011 until May 2013 and CEO of Plasa.com (own by TELKOM Indonesia), Indonesia's trusted Ecommerce portal, which boasts the exclusive partnership with Ebay.com in Indonesia and now is being co-invested by Ebay. She does a number of angel investing on the Indonesian Tech Startups.

# SPEAKER BIOGRAPHY

**Alfred Boediman Phd** is the VP of Samsung Research & Development Institute of Indonesia. An experienced senior management who has implemented changes to answer business needs across a number of areas in the IT and Telecommunication sectors. Specialties Managing all technical and product aspects of a start up technology company, project and vendor management for a multinational company in the telecoms sector, setting up and managing a centralized IT function, negotiating, procuring and delivering vendor management process, project managing and implementing a number of Executive Information Systems.

**Amitkumar Dev** is the CEO of Digivalley Innovation Group in India. Fortunate to be involved with many pioneering projects in fields of Communication, Broadcasting and Information technology or Tech-applications as strength domains; keenly learning those dimensions, effectively leveraged in current global Trade-body activities involved at summit-tier of honour and citation. Thought leader for Digital Convergence schemes involved as a Corporate management cum technological Consultant in past; played a key role as Futurist-mentor for several Trade-forum and major Media-projects by global clientele via networking through eminent trade-experts, as active know-how assimilation efforts.

**Kylie Watson** is the Associate Director for SAP Institute for Digital Government with over 20 years experience in leading business transformation and engaging with stakeholders at all levels, from government ministers to project staff. Her engaging style and unique insights are valuable in driving successful outcomes for a range of organisations on large scale transformations across government and the corporate sector including machinery of government, business process re-engineering, and major reform programs. Kylie's qualifications in behavioural analytics mean she is able to successfully add value to technical innovations with insights into human elements and group behaviour to ensure successful outcomes. She currently facilitates workshops for global ICT innovation projects in government and advises on major transport, health, human services, shared services and defence projects.

**Jeffrey Evans** is an inspiring leader whose DNA is to drive transformational change. He had successfully built his career in marketing in the IT&T and Financial Services sectors across Asia Pacific and Global regions. The foundations of his career have been established along three key pillars - thought leadership delivering technical innovation, marketing strategy development & execution, and being bottom line focused; the ability to measure the impact & effectiveness of what he develops or execute. Through these foundations he has delivered innovative, technology driven marketing solutions, focused on Lead Generation, Content Marketing, SocialMedia, Cloud based CRM, Digital Marketing Automation, and Analytics & Big Data Insights into the Business to Business segment. Prior to joining Epilson, Jeffrey was in American Express.

**Tarek Metwally** is head of digital at Toyota Saudi Arabia, driving the well-known auto company's Web, social media & performance marketing strategy and execution. He also responsible of Abdul Latif Jameel League Sponsorship digital strategy, Abdul Latif Jameel league Sponsorship is considered the most expensive sponsorship in the football history in the region. He is also a member of Toyota global digital marketing committee, the committee responsible of Toyota global digital strategy planning. Tarek have more than 10 years of combined client and agency experience in the automotive, Telecommunication, and Technology industry. He established Toyota Digital Marketing department back on 2012, and in a few years he managed to position Toyota as one of the leading digital marketing brands in the auto industry in the region. Tarek is currently enrolled in an MBA program in Manchester Business School and he looking forward to graduate by mid-2016."

**R May Lee** is the Dean of Shanghai Technology University in China. She has held a variety of senior positions as an executive on Wall Street, as an entrepreneur and as a leader and innovator in the higher-education sector. In all these roles, she has taken initiatives from inception of the vision to execution with particular expertise in the China market. In her current role, she has focused on innovation and entrepreneurship within China: the state of play, the role of education, the obstacles and the strengths of the Chinese innovation ecosystem. She speaks frequently on innovation, leadership, the role of culture, as well as the relationship between leadership and innovation.

**Ari Fadly** has over 15 years of experience in Banking, Insurance, Education, IT and the Telecommunications industry across Sales, Marketing and Operations roles in North America & Southeast Asia. He has championed many digital breakthroughs in one of today's global mobile key markets, Indonesia, and has won industry awards and recognition .He has been the catalyst for Digital Transformation & Innovation globally. Most recently awarded as "Global Digital Leaders" in 2015 by Management Circle AG and "Asia's Most Influential Digital Media Professional" in 2015 by CMO Asia & World Brand Congress. At AXA, Ari is bringing Digital Innovations to the Indonesian Financial Industry, where he passionately leads Digital Transformation teams and initiatives across Sales & Distribution, Marketing, IT, Operations, HR and Customer Care functions to support AXA's vision as the #1 most innovative insurance brand in Indonesia.

**Tam Shepherd** is the GM of Future Services for the Department of Human Services in Australia. His background in transformation agendas covers commonwealth and state governments, private industry and boards of professional bodies. During his career, Tam has held senior positions in the New Zealand, Australian and Queensland governments driving transformation agendas in the welfare and health areas. In the private sector Tam had a lead role at Cisco helping clients like Australia Post, ANZ bank, Victorian and Queensland Governments develop their digital agendas.

# SPEAKER BIOGRAPHY

**Triawan Munaf** is the recently appointed Chairman of Badan Ekonomi Kreatif (BEKRAF) Indonesia, a government organisation established especially to develop Indonesia's creative industry and was part of the Ministry of Tourism and Creative Economy. Established in early 2015, BEKRAF is dedicated to assist the President of Indonesia to set, coordinate and synchronise policies in Creative Economy.

**Timo Valli** is General Director in Ministry of Finance in Finland. In 2011 he was the first appoint-ed national CIO for public sector ICT in Finland. He has been in the lead of the formulating of three national strategies in 2012-13: Public Sector ICT-strategy "Data and services in use", ICT2015 "21 Paths to frictionless Finland" and Cyber security strategy. In 2014 he founded the new Government ICT Centre Valtori, which is a special state owned agency with revenue of over 250 M€ and personnel of over 1000. Currently he serves as the chairman of the board of Valtori. Before Ministry of Finance. Valli was Chief Information Officer in insurance industry and for 12 years a CIO and member of management committee of a Pirkanmaa Hospital District. He also founded several private businesses and is currently member of FiBAN Finnish Business Angels Network.

**Robin Wu** is a social technologist with experience in working across ecommerce, social media and marketing. He works for Nautical. In 2006, he worked in China with Kingsoft Software to develop one of the first premium models for antivirus and office software, and DHgate building the most profitable overseas social community of overseas B2C customers in China. In 2012, he moved to GroupM to assist agencies on developing social media and technologies for brands across the region including KFC, Oreo, Legoland and Cadbury. He is currently focused on mobile social and disruptive technologies and how brands can leverage communities for sales, support and ownership of experiences that help marketing messages become popular culture.

**Kelly Kubrick**, Kelly Kubrick is President of Online Authority, a digital analytics services firm established in 2002. She is co-founder and Chair of Digital Strategy Conference, created to help organizations to get strategic with digital. She co-authored the dStrategy Digital Maturity Model and instructs dStrategy Media's "Mapping Digital Maturity" workshop. Kelly's expertise stems from her years as Director of eCommerce Development for Time Warner's publishing division in New York, where she oversaw the planning, development and launch of websites for brands such as Sports Illustrated, TIME, Fortune and People magazines. Kelly serves on the Board of Directors of her 85 year old food manufacturer family business, and on the advisory boards of the University of British Columbia's Certificate in Digital Strategy and McMaster University's Web Analytics Program.

**Herbert Chia** is recognized globally as a pioneer for Big Data. Chia's international background has influenced and informed his career enabling a uniquely multicultural eye for ecommerce innovation. During his tenure in DHgate.com Chia was responsible for the design and implementation of the DHgate.com online trading platform establishing a framework that achieved operational success becoming the world's first cross-border transactional platform for B2B e-commerce. In 2008, DHgate.com transactions totaled approximately US\$200 million. Now, as a globally recognized pioneer in online business, Chia attributes his success to a passion for innovation and an understanding of geographical needs and opportunities. He is currently Group VP and Head of Data Committee in Alibaba Group.

**Glen Francis** is the President for IDEationEdgeAsia, Vice President for IT management association, he serves on 3 institutes of higher learning as their technology board adviser and he mentors several startup companies. He has over 20 years of technology experience. Previously, Glen was the CIO for Global Logistic Properties responsible for Technology across the group's global operations across 76 cities where he helped setup their technology platforms, security framework, data center, organizational, PMO, ITMO, and M&A requirements for expansion and joint ventures. Glen also worked in Intel, Xircom leading their US\$40 million digital transformation project

**Thomas Lim** is the Director of UST GLOBAL, a leader in helping organizations translate their digital strategy into tangible competitive advantage. Best known for his leadership of Singapore's CORENET program which won international accolades from the World Bank, Commonwealth Association of Public Administration & Management & the Singapore e-Government Excellence Distinguished Award. Recently Thomas led a Business Division at a public-listed technology company where he almost tripled sales and doubled profitability whilst simultaneously expanding into Americas, Asia and the Middle East with deals thrice local revenues

**Michael Wright** is definitely the most infamous Opportunity Broker in the Asia Pacific Region. He connects the best talent with the best opportunities by coupling raw recruiter instinct with data-driven approaches and lightweight, user-friendly tech. Michael is currently occupied driving programmatic employee referral schemes with gaming elements across a substantial employee population in Asia Pacific. He firmly believes in the notion that if he spends enough time around talented people, he'll eventually become talented himself. Michael has 15 years in the Talent Acquisition industry, and oversees recruiting for all Asian markets for the media investment management arm of WPP.

# SPEAKER BIOGRAPHY

**Gunawan Susanto** is the President Director at IBM Indonesia. He oversees the company's operations in hardware, software and services in the Jakarta, Surabaya, Bandung and Medan offices, including sales and distribution, procurement, global delivery and support functions. He began his career with PT IBM Indonesia in 2000 as part of the IBM Team Blue management trainee. In his over 14 years career with PT IBM Indonesia, Gun has taken on numerous leadership roles. He previously served as the Country Manager, Systems & Technology Group (STG) from early 2012. In 2010, he was named Country Manager, Business Partner Organization (BPO) and was responsible for the sizeable growth of PT IBM Indonesia's business partner's ecosystem.

**Alexander Rusli**, assumed the role of President Director and CEO as of 1st of November 2012 after serving as an Independent Commissioner since January 2010. Before November 2012 Mr. Rusli was a Managing Director in Northstar Pacific, a Private Equity fund which focuses on Indonesian and South East Asian opportunities. Prior to his role in Northstar Pacific, Mr Rusli served the Government of Indonesia for nine years, whereby he was the Expert Advisor to the Minister of Communications and Information Technology and the Expert Staff to the Minister of State-Owned Enterprises. During that period, he also held numerous state-owned corporate positions in companies including PT Krakatau Steel (Persero), PT Geodipa Energi, PT Kertas Kraft Aceh. Prior to his posts in government, Mr. Rusli was also a Principal Consultant for Pricewaterhouse Coopers Management Consulting, Indonesia

**Jahja Setiaatmadja**, President Director of PT Bank Central Asia Tbk is responsible for General Coordination, as well as oversight of the Internal Audit Division and Corporate Affairs. Previously, he served as Deputy President Director of BCA from 2005 to 2011, with the latest responsibility for the Branch Banking Business, Treasury Division, International Banking Division and Overseas Representative Offices. He was a Director of BCA from 1999 to 2005 and held a variety of managerial positions within the Bank from 1990. Prior to joining BCA, he was Finance Director of Indomobil, a leading Indonesian automotive company, from 1989 to 1990. He held several managerial positions at Indonesia's largest pharmaceutical company, Kalbe Farma, during the period of 1980 to 1989 including the position of Finance Director. He started his career as an accountant in 1979 at PriceWaterhouse.

**Roy Simangunsong** is the Country Business Head at Twitter Indonesia. He has been exposed for almost 19 years through various industry, process, product and size of the business. His strong leadership skills led him to the management position in several Global/MNC company such as Yahoo!, IBM and Microsoft. His strength is adapting to new environment, strategic and yet can be tactical and always take on new and exciting challenge, cross function understanding from sales, marketing, finance and operation, details in execution which resulted a great result in each of the organization and team that he manage across his year of experience.

**Henky Prihatna**, is Indonesia Country Consultant at Google, Inc. He is a new media business leader with a successful 14 year track record in web and digital industries. Henky founded and owned BabaFlash.com, the largest animation and design community in Indonesia. He has also authored "The Webmastering Handbook", a best-selling computer book in Indonesia (2006). He has worked on top global and Asian brands across diverse industries including Google, Ritz Carlton, Ogilvy, Yahoo! Southeast Asia, American Express, AIG, Toyota Indonesia, Exxon Mobil, Bank International Indonesia (BII), HP, Chanel, British Council, Coca Cola, MTV, Standard Chartered Bank. Henky holds an MBA from Nanyang Technological University (NTU) Singapore, specializing in technology and strategic management.

**Adnan Hendricks** is an International Infrastructure Technologist, Microsoft MVP ,MCT (Regional Lead Netherlands) and a member of the Microsoft Springboard Technical Expert Panel. He is in charge of implementing core business solutions to increase ROI. Adnan is also an International speaker and infrastructure trainer. Some of the work his company has done to digitally transform a Dutch Government Municipality organization in the Netherlands resulting in a Microsoft Partner Award Nomination

**Miguel Carrasco** is a Partner and Managing Director of the Canberra office of The Boston Consulting Group. He has more than 15 years of international strategy consulting experience. He is passionate about helping governments take advantage of digital technology to transform the way they deliver services to citizens and business. Miguel is BCG's global practice lead for Digital Government and is the author of a number of publications on these topics. He has worked with a range of state and national governments around the world on designing digital services, public data and analytics, digital identity and privacy, one-stop-shops and customer service excellence. He has a Master of Public Policy from University of Sydney and Bachelor of Accounting from University of Technology Sydney. He is a member of the Institute of Public Administration Australia (IPAA) and Australian Computer Society.

### Registration Contract

Please complete this form and email to [dta@digitalenterprise.co.id](mailto:dta@digitalenterprise.co.id)

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- Early Bird @**USD 450.00**  
by 1 March 2016
- Training fee @**USD 550.00**  
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- Premier Plus @**USD 1,200.00**  
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#### Details

Organization name:.....  
Address:.....  
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Tel:.....  
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#### Delegate

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Job title:.....  
Email:.....
2. Name:.....  
Job title:.....  
Email:.....
3. Name:.....  
Job title:.....  
Email:.....

#### Invoice

The Invoice should be directed to Mr / Ms / Dept:  
Name:.....  
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Tel:.....  
Email:.....

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Signatory must be authorized to sign on behalf of contracting organization

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Job title:.....  
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#### Venue

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