

ADE NUGROHO WIDJAJA

Data Engineering • ETL & Data Warehouse • Business Intelligence

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PROFESSIONAL SUMMARY

Data professional with **20+ years in technology** and the **last 6+ years focused on data engineering & BI**, built at HM Sampoerna, Prudential Indonesia, GarudaFood Group, Summarecon, and FWD Insurance.

Core track record in the data warehouse layer: **batch ETL development and refactoring** (SSIS, stored procedures, Python), **enterprise DWH migration from on-premise MPP (Greenplum) to Google BigQuery** covering a large number of downstream reports, **cross-project datamart pipelines** in Python and bash, and **OJK regulatory data submission** delivered end-to-end, including point-in-time snapshot design to keep reporting consistent against continuously moving production data.

Equally strong on the consumption side (**high-performance Power BI**, page loads cut from minutes to seconds) and on delivery (**technical team leadership, up to 11 direct reports**).

SELECTED DATA ENGINEERING HIGHLIGHTS

- Migrated an **enterprise MPP data warehouse (Greenplum) to Google BigQuery**, including a large number of downstream SSRS reports, with no interruption to business reporting (*Prudential Indonesia*)
- **Refactored a dozen-plus legacy SSIS ETL packages** into stored procedures and Python scripts during the BigQuery migration, retiring the on-premise integration layer with no interruption to downstream reporting
- Built **cross-project datamart pipelines** in BigQuery using Python, bash, and scheduled jobs to restructure downstream data flows in the cloud
- Delivered the annual **OJK regulatory data submission** end-to-end across policies, claims, policyholders, beneficiaries, payors, and client profiles, under strict regulatory deadlines
- Designed **point-in-time snapshot (freeze) tables** to guarantee consistency of reported figures against continuously moving production data
- Cut a corporate finance dashboard's page load from **1–2 minutes to seconds** and moved the official monthly reporting cycle from **day 5 to day 1** for 50+ users

CORE SKILLS

- **Data Engineering & Programming:** Batch ETL development and refactoring (SSIS, stored procedures, Python), SQL, bash, scheduled job orchestration, SSMS
- **Data Warehousing & Modeling:** Dimensional / star schema modeling, MPP data warehousing (Greenplum), point-in-time snapshot (freeze) tables, datamart design, ETL pipeline design, incremental refresh, query folding
- **Cloud & Data Platforms:** Google BigQuery, Greenplum (MPP), SQL Server, PostgreSQL (pgAdmin), Couchbase, MySQL
- **BI & Visualization:** Power BI (DAX, Power Query, calculation groups, field parameters, performance tuning), SSRS
- **Application Development:** Laravel, CodeIgniter, PHP, Android (Java), Excel VBA, Tizen
- **Infrastructure & DevOps:** Ubuntu, Docker, WireGuard, DigitalOcean, VPS administration, MikroTik, Hikvision ISAPI integration
- **Leadership & Delivery:** Team leadership (up to 11), vendor management, stakeholder & requirements management, regulatory compliance delivery

PROFESSIONAL EXPERIENCE

PT FWD Insurance Indonesia

Data Engineer Apr 2026 – Sep 2026

- Developed the **Agency Sales Performance Dashboard** (7 pages + data dictionary) tracking APE, Cases, and FYP across multiple categories for Business Development Managers overseeing agent networks
- Applied engineering best practices throughout: **star schema modeling, query folding, parameters**, and conditional formatting driven by field parameters as a single source of truth

- Optimized report performance by removing 200+ redundant visual objects across 7 pages, significantly improving load and navigation speed; contributed complex DAX measures to a sister dashboard (bancassurance & credit life) and implemented calculation groups for scalable time intelligence

Tools: Power BI, DAX, Power Query

Pondok Pesantren Lirboyo (primary client)

Freelance IT Consultant & Developer Sep 2024 – Mar 2026

One of Indonesia's largest Islamic boarding schools, serving thousands of students

- Took over and rescued the institution's entire application ecosystem after the previous IT provider withdrew: student core system (registration, class placement, grading, report cards) plus supporting web applications; built 5 major new modules and a postgraduate management system from scratch
- Owned all software and infrastructure work: provisioned and hardened Ubuntu VPS, migrated applications off the previous provider, and established secure VPS-to-on-premise connectivity via WireGuard on Docker
- Integrated biometric attendance (Hikvision ISAPI) and synchronized student data with a third-party payment platform used across the institution

Tools: Laravel, CodeIgniter, MySQL, Ubuntu, Docker, WireGuard, Hikvision ISAPI, VPS administration

PT Prudential Life Assurance

AM Data Engineer Jan 2020 – Aug 2024

Batch ETL Development & Refactoring

- Built and maintained SSIS packages driving batch data flows from SQL Server into Greenplum and between Greenplum schemas, feeding the Power BI and SSRS reporting layer developed in-house
- Took ownership of legacy SSIS packages left without an assigned PIC in the team, reverse-engineering undocumented transformation logic to keep business-critical data flows running
- Converted a dozen-plus SSIS packages into stored procedures and Python scripts as part of the BigQuery migration, consolidating the ETL layer onto the new cloud platform

Data Warehouse Migration (Greenplum MPP → Google BigQuery)

- Part of the company-wide migration of the enterprise data warehouse from on-premise Greenplum (MPP, shared-nothing) to Google BigQuery, the central warehouse connected to all core applications, including the LifeAsia policy core system
- Migrated a large number of SSRS reports from Greenplum to BigQuery connections with no interruption to business reporting throughout the transition
- Built cross-project datamart pipelines in BigQuery using Python, bash, and scheduled jobs to restructure downstream data flows in the cloud

Regulatory Reporting & Data Consistency

- Entrusted with Prudential's annual OJK regulatory data submission covering policies, claims, policyholders, beneficiaries, payors, and client profiles: end-to-end extraction and cross-system consolidation with the AML team under strict regulatory deadlines
- Designed snapshot (freeze) tables to guarantee point-in-time consistency of reported figures against continuously moving production data

BI Development & Operations

- Rebuilt the corporate Finance Dashboard (inherited unfinished, severe performance issues): cut page load from 1–2 minutes to seconds, delivered full scope per user story, and enabled finance users to self-manage manual data uploads
- Accelerated the official monthly finance reporting cycle from day 5 to day 1, serving 50+ users across all internal departments from a multi-source consolidated model
- Developed MAPA Dashboard and enhanced Daily Sales Dashboard, powering commission calculations for thousands of agents; maintained Power BI and SSRS operations and month-end closing routines

Tools: Greenplum (pgAdmin), Google BigQuery, Python, bash, SQL Server, SSIS, SSRS, SSMS, Couchbase, Power BI

PT Sinar Niaga Sejahtera (Garudafood Group)

Systems Analyst Jan 2019 – 2020

National distributor of all Garudafood products (Garuda, Gery, Chocolatos, Clevo) across Indonesia

- Led enhancement of the corporate CAPEX/OPEX budgeting system with automated fund disbursement via BCA banking API integration: gathered finance requirements, translated them for the external vendor (C# / SQL Server), and oversaw implementation across a multi-level approval workflow
- Coordinated directly with BCA's technical team on payment API testing and guided the vendor through the integration workflow
- Built a Samsung Smart TV (Tizen) application end-to-end as the company's centralized information display platform

Tools: SQL Server, BCA Payment API, Tizen Studio, vendor management

PT Summarecon Agung Tbk

IT Supervisor 2018

- Built the property agency commission module end-to-end, from sales recap processing through final commission calculation for property agents
- Co-developed an Android POS application for event tenants (built-in printer, NFC) connected to the core POS system, used by ~50 tenants per event, cutting POS hardware cost by up to 75%

Tools: CodeIgniter, Android Studio (Java), MySQL, SQL Server

PT Fajar Gelora Inti

IT Supervisor 2017

- Owned all IT operations (network infrastructure, hardware, CCTV, inventory system, and Accurate accounting software), leading a team of 8 and overseeing rollout of the inventory system across warehouse operations

PT IMS Logistik Indonesia

IT Manager 2015 – 2016

Promoted from IT Developer (2010 – 2014)

- Took full ownership of the technology function (networks, servers, applications, and vendors), leading a team of 11: 2 network engineers, 3 in-house developers, 1 digital marketing specialist, 5 external developers
- Managed development and operations of 4 multi-platform products (web + Android): WMS, TMS, ParselDay (on-demand B2B delivery platform), and the corporate group website; supported warehouse operations across 3 sites (~100 users) with Android devices feeding real-time field data
- Executed migration of company infrastructure from on-premise servers to DigitalOcean cloud; remained hands-on in development while leading the team
- As IT Developer (2010–2014), built and maintained the core logistics applications that later became the foundations of WMS and TMS

Tools: CodeIgniter, Laravel, MySQL, SQL Server, MikroTik, DigitalOcean, Ubuntu, Android (Java)

PT Sanbe Farma (Infusion Division)

Medical Representative 2008 – 2010

- Managed hospital and physician relationships and negotiated product adoption, building the stakeholder communication and negotiation skills applied throughout the later IT and data career

PT Hanjaya Mandala Sampoerna Tbk

System Analyst 2006 – 2008

- Developed SKTIS, an Excel-VBA application connected to Oracle, recording kretek cigarette production activity across 36 factory sites with 5,000–15,000 workers each; plus SKTIS Maintenance for production-related inventory data

Tools: Excel VBA, Oracle

PT Sarku Enjinering Utama

IT Staff 2005 – 2006

- Managed company IT infrastructure (email server, networking), implemented WiFi and CCTV across premises, and provided hardware and Windows support

EDUCATION

- Diploma (D3), Information Systems, Universitas Dinamika (formerly STIKOM Surabaya)