

Profil Narasumber

Transformasi *Generative AI* : Peluang *Generative Engine Optimization* (GEO) dalam Menggeser Dominasi *Search Engine Optimization* (SEO)

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Veronica Utami

Country Director, Google Indonesia

Pengalaman :

- Country Director, Google Indonesia (2024 - sekarang)
- Chief Operating Officer, Halodoc (2022 - 2024)
- Marketing Director, Google Indonesia dan APAC (2015 - 2022)
- Brand Manager, Procter & Gamble (2005 - 2014)

Pendidikan :

- S1 Teknik Industri, Institut Teknologi Bandung