

Profil Narasumber

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

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Chief Technology Officer, IBM Indonesia

Riwayat Karir :

- Chief Technology Officer, IBM Indonesia (saat ini)
- Head of Customer Engineering, Google Indonesia (2022 - 2025)
- Customer Solutions Manager, Google Indonesia (2019 - 2022)
- VP of Engineering, Axiata Digital Services Indonesia (2018 - 2019)
- Co - Owner, PT Kersen Informatika (2011 - 2019)

Pendidikan :

- Doctor of Science in Management, School of Business and Management, Institut Teknologi Bandung (On Study)
- Master of Business Administration, Institut Teknologi Bandung
- Bachelor of Engineering, Universitas Brawijaya