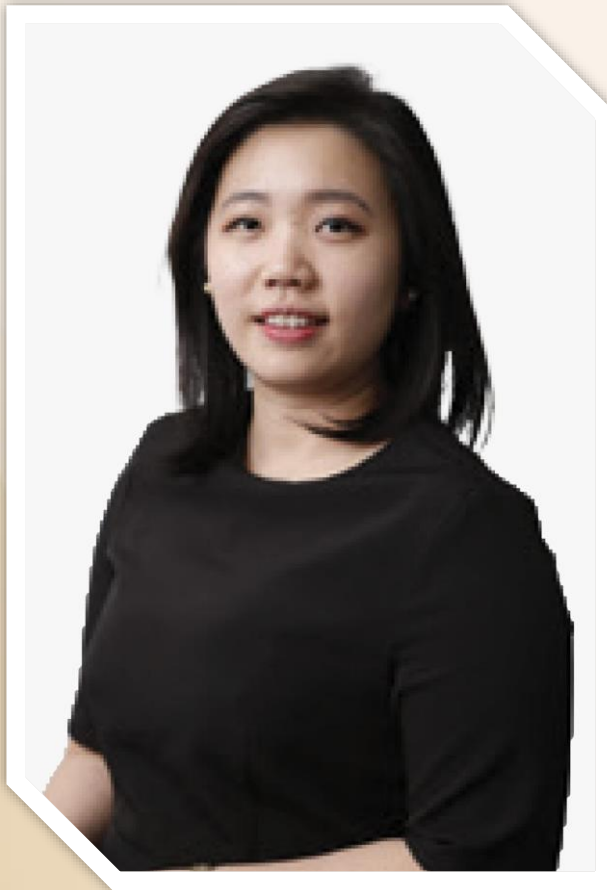


Profil Narasumber

Customer Experience: Strategies for Success in Digital Era

Kamis, 22 Mei 2025



Yosanova Savitry

CEO of Markplus Institute

Pengalaman:

- COO of MarkPlus Institute
- Industry Lead of Automotive, Transportation, and Logistics Industry
- Industry Lead of High-Tech, Property, and Consumers Industry

Publication:

- Marketing 4.0 by Philip Kotler, Hermawan Kartajaya, and Iwan Setiawan, 2017: Moving from Traditional to , as research team
- New Content Marketing, 2016, as co-author with Iwan Setiawan
- WOW Marketing, 2014: Redefining New Brand Loyalty, as editor

Pendidikan:

- Business Administration & Management, (MBA) - General Singapore Management University
- Bachelor of Science (Industrial Engineering), University of Indonesia