

DANIEL DOLLAR SITORUS

STRATEGIC BUSINESS DEVELOPMENT | SERVICE & PRODUCT DELIVERY |
TECHNICAL MANAGEMENT | CUSTOMER EXPERIENCE | BUSINESS INTELLIGENCE
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EXPERIENCE

PT DEVPRO TECHNOLOGY INNOVATIONS

Jakarta, Indonesia

Director,

March 2024–Present

- Development of Products and Services.
led the process of identifying and creating essential goods and services that complemented corporate goals and market demands, giving the company a competitive edge in the market and setting it up for long-term success.
- Planning for Strategic Sales.
Developed and implemented thorough sales plans for the retail and business sectors, utilizing data-driven insights to maximize income sources, boost market share, and propel company growth.
- Growth in Network Product Revenue.
Successfully drove direct retail sales of Starlink devices to reach IDR 1.7 billion from April to December 2024. This achievement was accomplished through focused marketing strategies, effective customer engagement approaches, and optimized customer experiences, significantly contributing to the company's revenue growth in the retail sector.
- A Comprehensive Approach to Marketing Execution.
Oversaw the creation and implementation of extensive offline and online marketing campaigns designed to increase brand recognition, stimulate client acquisition, and facilitate the expansion of services and goods through a variety of channels. Measurable gains in consumer engagement and market reach were the outcome of these initiatives.
- Enabled seamless smartphone connectivity for users through the integration of Wi-Fi services, mobile data voucher systems, and satellite/fiber-based internet access, enhancing the overall customer experience across the consumer segment

PT CESCO TEKNINDO TEKNOLOGI

Jakarta, Indonesia

Chief Technology Officer (CTO),

September 2026–Present

- Internet Network Infrastructure Development.
Spearheading the initial architecture, design, and deployment strategy for cable internet networks to establish foundational broadband infrastructure and reliable high-speed connectivity.
- Drone Technology Integration.
Directing R&D and operational framework setup for drone technology solutions, evaluating hardware/software systems for targeted industrial and commercial applications.
- Analysis Systems & Data Architecture.
Building enterprise analytics infrastructure and data monitoring systems from the ground up to support real-time operational decision-making and technical performance tracking.
- Technology Product & Partnership Development.

- Leading the technical roadmap for new product offerings and establishing strategic technology alliances with vendors and industry partners to accelerate company launch and expansion.

PT KARUNIA SINERGI

Jakarta, Indonesia

Business and Technical Solutions Consultant, Technical Advisory and Methodology Development

April 2024–July 2026

- Provided comprehensive technical guidance and innovative methodologies for implementing and optimizing VSAT services, fiber optic networks, server solutions, and Starlink services.
- Ensured seamless integration of these technologies to meet diverse client needs across industries, delivering customized solutions to enhance operational efficiency and reliability.
- Conducted hands-on training and mentoring for client technical teams, improving their capability to manage and maintain the deployed technologies independently.

Business Analysis for Starlink Network Expansion

- Performed detailed market analysis and feasibility studies to identify growth opportunities for Starlink network services, particularly within the B2C market segment.
- Developed strategic business models and value propositions to position Starlink as a competitive solution for residential and small business customers.
- Collaborated with sales and marketing teams to craft targeted campaigns, resulting in a significant increase in Starlink subscription rates.
- Promoted enhanced smartphone connectivity through consumer-centric internet services (Wi-Fi, mobile data vouchers, and satellite internet), expanding the value proposition of Starlink offerings to address the growing demand for smartphone-based internet usage.
- Advised on restructuring of existing service portfolios to improve operational profitability and customer retention, focusing on underutilized satellite bandwidth assets.
- Provided commercial strategy recommendations for bundled services and pricing optimization, aligning operational plans with financial viability.
- Supported deal structuring and scenario modeling for potential B2B partnership opportunities and service scaling.

Brand Development and Project Execution

- Designed and executed the complete framework for a new brand, Sinergi Link, aimed at consolidating and scaling large-scale networking projects.
- Led cross-functional teams to break down complex project structures into manageable phases, ensuring clear deliverables, timelines, and resource allocation.
- Oversaw the end-to-end branding process, from concept ideation to launch, including marketing strategy, operational setup, and stakeholder management, contributing to the successful establishment of Sinergi Link as a trusted name in the networking industry.

PT INDO PRATAMA TELEGLOBAL

Jakarta, Indonesia

Business Intelligence & Data Analytic Manager,

June 2023 - March 2024

- Managing & leading the regulatory, technical analyst, & bandwidth management teams.
- Pioneering the development of satellite broadband as a groundbreaking service, commencing with an in-depth analysis of the satellite broadband industry utilizing the SWOT analysis framework. Formulating a comprehensive conceptualization of the broadband service, encompassing equipment specifications, service categories, target market segments, business processes, and post-sales procedures.
- Serving as the technical leader in the design of the broadband business support system, contributing expertise to ensure the system's effectiveness and alignment with strategic objectives.

- Planning technical business details and drafting contractual agreements with customers & suppliers regarding technical aspects and service-level agreements
- Identify industry trends, opportunities, and risks, and analyze upcoming technology markets related to the telecommunication & satellite industry.
- Integrated user-centric service elements to enhance smartphone connectivity, ensuring broadband solutions effectively supported mobile-first and app-driven usage patterns across target markets.
- Responsible for bidding projects, including proposal clarification, solutions, commercial design, and contract negotiation.
- Led financial feasibility studies and developed investment scenarios for broadband satellite expansion, supporting strategic decision-making and capital allocation.
- Created and evaluated business restructuring models for service optimization and cost efficiency, in collaboration with executive leadership and finance teams.
- Supported commercial due diligence and structuring in B2B service deals, aligning technical designs with revenue forecasts and financial models.

PT KARUNIA SINERGI

Jakarta, Indonesia

Support & Technical Manager,

Jan 2021 - May 2023

Lead Negotiator for Oasis Partnership:

- Spearheaded negotiations for a groundbreaking partnership with Oasis, fostering collaboration and innovation.
- Drove the development of the Ku Band HTS product, leveraging the strengths of SES and iDirect platforms.
- Established a solid foundation for a mutually beneficial partnership, driving growth and success for both organizations.

Developing and Finding Vendors for Hybrid Systems:

- Identified and engaged with potential vendors to create hybrid systems (VSAT with GSM) for future products.
- Conducted thorough evaluations to select the most suitable vendors based on technical expertise, cost-effectiveness, and reliability.
- Established strategic partnerships with selected vendors, ensuring a seamless integration of VSAT and GSM technologies.

Managing NOC and Engineering Team:

- Led a team of NOC and engineering professionals to maintain the highest quality of network services.
- Implemented effective monitoring and control systems to ensure network stability and performance.
- Ensured efficient troubleshooting and resolution of technical issues, minimizing downtime and maximizing customer satisfaction.

Managing Customer Relations and Customer Service Performance Team:

- Developed and implemented customer-centric strategies to enhance customer satisfaction and loyalty.
- Led the customer relations team in building strong relationships with customers, resolving queries promptly, and proactively addressing their needs.
- Monitored and analyzed customer service performance metrics to drive continuous improvement.

Managing Various Network Services:

- Oversaw the management of VSAT Land services, VSAT Maritime, ISP, and all network services of Karunia Sinergi.
- Coordinated with internal teams and external partners to ensure seamless service delivery.
- Implemented cost-effective strategies to optimize network resources and maximize service efficiency.

Managing VSAT Ku Band Ground Station:

- Managed and handled technical issues, improvements, and maintenance of the VSAT Ku Band

ground station (Gilat SE II Platform).

- Conducted bandwidth management, ensuring efficient utilization of satellite and internet backbone capacity.
- Scheduled and organized preventive maintenance activities to maintain optimal performance of devices.

Coordinating with Kacific for Ka-Band Services:

- Collaborated closely with Kacific, a company partner, regarding technology and user experience for Ka-Band services.
- Facilitated knowledge sharing, technology transfers, and joint initiatives to enhance service offerings.

Business Development and Analysis Team:

- Led a team responsible for business development and analysis, driving growth and expansion.
- Conducted market research, identified new opportunities, and developed strategies to penetrate potential markets.

Coordinator of ISP Development Product:

- Coordinated the development of ISP development products, starting with NAP negotiation, installing and setting DNS servers, and network configuration.
- Analyzed business prospects and identified target marketing segments to ensure successful product launch and adoption.

PT KARUNIA SINERGI

Jakarta, Indonesia

Technical & Engineer Section Head

Sept 2017 - Dec 2020

- Designed community network systems and implemented them as the new company product that has already been used by more than 100 monthly active users in the last 2 years.
- Design, develop, and improve maritime satellite services, including quota allocation, broadband provisions, and dedicated service offerings. Elevate the capabilities of these services, which presently cater to a monthly active clientele exceeding 50 vessels. Continuously enhance and optimize these offerings to meet evolving industry standards and exceed the expectations of our maritime partners.
- Migrate the ground station (Gilat SE2 Platform) satellite from KT-Sat to Asiasat 9 for KU band services of the company.
- Coordinator for Ku-band (SE II Platform) ground station migration process from BRI Ragunan to company ground station headquarters. (Starting from installation devices (Gilat Platform), electrical, RF settings until operation).
- Coordinating with Kacific LTD, providing Ka-band VSAT services as the company's product with more than 200 users active every month (Kacific 1 and Newtec Platform).
- Internal trainer for NOC and technical team (operation of Ku-band and Ka-band services, customer relations, customer solutions, company value, MikroTik router, wireless indoor and outdoor, and troubleshooting of the company network and service system).

PT KARUNIA SINERGI

Jakarta, Indonesia

Technical Support

May 2015 - Aug 2017

- Network Operation Center Management: Oversee the efficient operation of Network Operation Centers (NOCs), ensuring seamless monitoring and management of network infrastructure to maintain optimal performance and minimize downtime.
- Ku Band Ground Station System Troubleshooting: Possess expertise in troubleshooting Ku Band ground station systems, swiftly identifying and resolving technical issues to ensure uninterrupted satellite communication and data transmission.

- VSAT Ku Band Installation for Government and Private Projects: Lead the installation of VSAT Ku Band systems for government projects and private companies across Indonesia, delivering reliable satellite communication solutions tailored to specific project requirements and geographical locations.
- Customized Network Design and Integration: Design, install, and integrate Ku Band network solutions to meet the unique requirements of customers across Indonesia, leveraging extensive experience and technical proficiency to deliver robust and scalable network infrastructures.
- Geographical Coverage and Project Management: Manage projects involving the installation and integration of Ku Band VSAT systems across diverse geographical regions in Indonesia, ensuring timely deployment, adherence to quality standards, and effective project coordination to meet client expectations.

IB JAYA | IB HOSTER

Founder & Business Owner

Jakarta, Indonesia

Oct 2020–June 2023

- Web Design and Development Excellence: Harness expertise in web design and development to create visually stunning, user-friendly websites tailored to client specifications, incorporating the latest trends and technologies to deliver exceptional online experiences.
- Government Legal Administration Proficiency: Navigate the intricacies of government regulations and legal frameworks with precision and efficiency, ensuring compliance and adherence to statutory requirements while facilitating seamless administrative processes within government agencies.
- Partnership Negotiation and Collaboration: Drive successful partnership negotiations by leveraging strong communication skills and strategic acumen to forge mutually beneficial alliances, fostering collaborative relationships that drive business growth and innovation.
- Digital Marketing Strategy and Execution: Develop and execute comprehensive digital marketing strategies tailored to client objectives, utilizing data-driven insights and innovative techniques to optimize online visibility, drive targeted traffic, and achieve measurable results across various digital platforms.

EDUCATION

MERCU BUANA UNIVERSITY (*GRADUATED*)

Bachelor of Electrical Engineering (Telecommunication),

Jakarta, Indonesia

2017-2021

INSTITUTE TEKNOLOGI INDONESIA (*GRADUATED*)

Ir - Professional Program

Jakarta, Indonesia

2023-2024

PERSATUAN INSINYUR INDONESIA (*GRADUATED*)

IPP (Insinyur Pemuda Pratama) (*PROFESSIONAL REGISTRATIONS*)

STRI (Surat Tanda Registrasi Insinyur)

Jakarta, Indonesia

2023-2024

UNIVERSITY OF ISABEL I (ENEB),
Master in Business and Corporate Communication
Master in Management and Team Management

Barcelona, Spain
2023-2024
2023-2024

UNIVERSITY OF ISABEL I (ENEB),
Master of Business Administration
Master in Financial Markets and Asset Management

Burgos, Spain
2025-2026
2025-2026

PROFESSIONAL ASSOCIATION

- Member of Persatuan Insinyur Indonesia (PII.or.id)
- Member of International Institute of Business Analysis (iiba.org)

ADDITIONAL INFORMATION (SKILL)

- Leadership | Project Management | Customer Services | Business Development | Problem Solving | Management | Product Management | GSM | VSAT | Maritime VSAT | Technical | Wireless | Analytic | GSM | Digital | Microsoft Office | Digital Marketing | Negotiation | Team Management | Team Lead | Business Analysis | Trainer | Engineering | VSAT | Customer Relations | Sales Marketing | Marketing | Sales.