

# NANA FEBRINA

## Operations Excellence & Business Transformation Leader

Merchant Operations | KYC/KYB | Risk Operations | AI Automation | Business Analytics | Process Improvement  
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### PROFESSIONAL SUMMARY

Operations and transformation leader with 15+ years of progressive experience from small-business ownership and staff-level execution to strategic planning, national operations, senior operations, and assistant-manager leadership. Includes 7+ years in fintech and digital payments. Specializes in turning complex, high-volume and regulated work into scalable operating systems through process redesign, governance, workforce planning, analytics, automation, and cross-functional delivery.

### CORE EXPERTISE

Operations Excellence • Business Transformation • Merchant Operations • KYC/KYB • AML/CFT • Risk Operations • Process Improvement • Workforce Management • Capacity Planning • Business Analytics • KPI & Dashboard Design • AI-Assisted Operations • SOP & Governance • Product-Ops Delivery • UAT • Project Management • Stakeholder Management • Executive Reporting

### SELECTED CAREER IMPACT

- Lead 2 team leads and 23 FTEs across Merchant KYC/KYB and onboarding operations.
- Scaled processing capacity by more than 200% through workflow redesign, task redistribution, capacity planning, and automation.
- Supported growth to 1M+ merchant registrations during hypergrowth by strengthening operating controls, governance, and execution visibility.
- Deliver 20+ operational improvement initiatives annually across productivity, governance, risk controls, automation, and service design.
- Earlier leadership included 50+ FTE/BPO operations and coordination of 100+ field staff plus 50+ office team members.

### PROFESSIONAL EXPERIENCE

**MONEE / SHOPEEPAY INDONESIA** | Jakarta, Indonesia | Jul 2022 - Present

#### Assistant Manager, Merchant KYC & Onboarding Operations

- Own end-to-end Merchant KYC/KYB and onboarding operations, balancing growth, SLA, quality, compliance, audit readiness, and scalability.
- Lead process, workforce, and control redesign; translate policy, risk, and product changes into practical operating models.
- Drive automation, data-quality, API-enabled processing, and management-visibility improvements that reduce manual work and improve consistency.
- Partner across Compliance, Risk, Product, Fraud, Legal, Business Development, IT, BI, and Regional teams.

**SHOPEEPAY** | Jakarta, Indonesia | Aug 2019 - Jun 2022

#### Senior Associate, ShopeePay & ShopeeFood Operations

- Managed 50+ FTEs and BPO partners across merchant KYB, onboarding, and finance operations during hypergrowth.
- Supported expansion to 1M+ merchant registrations through stronger process control, regulatory discipline, documentation, and governance.
- Standardized workflows and management dashboards to improve throughput visibility, SLA control, audit readiness, and leadership decisions.

**YAMISOK PLATFORM INDONESIA** | Jakarta, Indonesia | May 2019 - Jul 2019

#### Business Development & Production Manager

- Translated user feedback, engagement data, and market opportunities into product priorities, partnerships, growth initiatives, and community activation.

**GARENA INDONESIA** | Jakarta, Indonesia | May 2015 - Apr 2019

#### Senior Strategic Planning Associate / Strategic Planning Associate / Scheduler

- Progressed from scheduling into strategic planning across customer service, IT support, field sales, workforce planning, and national execution.
- Coordinated 100+ field staff and 50+ office team members; built forecasting, scheduling, and performance structures across 7+ cities.

## EARLIER CAREER & ENTREPRENEURIAL FOUNDATION

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**MP GAMES** | Apr 2014 - Feb 2015 | **Distribution Manager** - Managed nationwide distribution logistics and field coordination; introduced reporting controls to improve execution visibility.

**PT KREON** | Feb 2012 - Mar 2014 | **Marketing Supervisor / Marketing Staff** - Grew from staff-level execution into supervisory responsibility across marketing operations, IT support, field technicians, service reliability, and risk reporting.

**MOOI INTERNET CAFE / MOOI GAMING** | Apr 2009 - Mar 2022 | **Founder / Entrepreneur** - Built a small business from the ground up to 50+ PCs, owning finance, staffing, vendors, infrastructure, customer experience, and day-to-day operations.

**Career arc: hands-on founder and staff execution → supervisor and manager → strategic planning → senior fintech operations → assistant-manager leadership and transformation ownership.**

## SELECTED SYSTEMS & TOOLS

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*Independent and operational tools built from real problems. Numeric impact ranges below are conservative scenario-based estimates for potential value, not employer-reported results.*

**ORION - Rule-Based Market Decision Assistant** | Built for: independent trading operations. Monitored decision and execution assistant with alerts, safeguards, and structured logging. **Business value:** Reduces continuous manual monitoring and inconsistent execution; improves visibility, repeatability, and risk-control discipline.

**KYB Sentinel - Risk Screening & Triage** | Built for: KYB and risk reviewers. Browser-based screening and risk-triage tool for single or bulk review with reviewer controls, auditability, and export support. **Business value:** Modeled to reduce first-pass manual screening effort by ~30-50% while improving consistency and traceability.

**MDR Bulk Adjustment Tool** | Built for: payments and backend operations. Transforms complex MDR change requests into standardized backend-ready outputs while preserving key rule and date dependencies. **Business value:** Modeled to reduce manual file-preparation effort by ~40-60% and lower mapping/rework risk.

**Workload & Manpower Allocation Model** | Built for: operations leaders and workforce planners. Scenario model connecting demand, capacity, shift coverage, automation, buffers, SLA recovery, and staffing trade-offs. **Business value:** Modeled to improve planning speed and capacity utilization by ~10-20% versus ad-hoc allocation.

**Merchant Funnel Forecast & Headcount Model** | Built for: operations planning and decision support. Connects historical funnel behavior to forward workload and required-headcount scenarios. **Business value:** Modeled to reduce recurring forecast-preparation effort by ~30-50% and surface potential staffing gaps earlier.

**SOP, Governance & Findings Toolkit** | Built for: operations, quality, governance, and project teams. Structures SOPs, controls, ownership, exceptions, initiative tracking, target dates, and management visibility into reusable working systems. **Business value:** Modeled to reduce interpretation/reporting effort by ~20-30% while improving consistency, ownership, and audit readiness.

## EDUCATION

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Universitas Trisakti - Accounting | 2005 - 2010

Saxion University of Applied Sciences - International Business & Management Studies | 2003 - 2005

## CERTIFICATIONS

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Certified Level SPPUR Lead - Payment Transaction Processing | LPPI | 2024 - 2027

Certified Level SPPUR Lead - Non-Bank Fund Transfer Management | LPPI | 2023 - 2026

## LANGUAGES

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Indonesian - Native | English - Professional Working | Dutch - Elementary