

Mark Rumahorbo

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Summary

Digital transformation and business process analyst with Computer Science foundation and consulting experience at PwC South East Asia. Delivered workstreams across Salesforce implementation planning, enterprise business process reengineering, operating model design, and market intelligence for banks and insurers. Strong in as-is/to-be process mapping, workflow analysis, data/integration mapping, requirements traceability, transformation roadmapping, and executive storylining; experienced in stakeholder workshops and presenting recommendations to Partners and client VPs/Directors. Seeking full-time roles in business transformation, process improvement, digital transformation, or consulting.

Education

Universitas Gadjah Mada

Bachelor of Computer Science (B.C.S), **GPA: 3.59/4.00**

Yogyakarta, Indonesia

Sep 2020 – Jul 2024

Thesis: Binary Static Analysis Through Instruction and Operand Extraction and Agglomerative Hierarchical Clustering (AHC)

Universität Leipzig | Exchange Semester (DAAD Scholarship), Apr 2023 – Sep 2023

Leipzig, Germany

Experience

PricewaterhouseCoopers (PwC) South East Asia Consulting

Jakarta, Indonesia

Associate Consultant (Fixed-term Contract), Financial Services Strategy & Operations

May 2025 – Present

Sales & Marketing Transformation (Salesforce) — State-Owned Commercial Bank

- Owned Tech & Data analysis for Salesforce Sales Cloud and Marketing Cloud, producing Data Architecture Model, Application Interaction Model, and Data Flow Diagrams across 50+ system integrations to define the target process and integration landscape.
- Built current-to-target mapping for 100+ data fields and system touchpoints; translated business needs into functional and data requirements and supported the Requirements Traceability Matrix (RTM) to ensure end-to-end coverage.
- Analyzed workflow dependencies, data handoffs, and process pain points across business and technology teams to support future-state design and implementation readiness.
- Co-developed a 3-phase implementation roadmap, ToR, and vendor scoring model to support System Integrator selection and rollout planning.

Enterprise Business Process Reengineering (BPR) — State-Owned Shipping Group (7 Entities)

- Led APQC-aligned as-is process mapping and redesigned 130+ to-be processes across Procurement, Core Business, Finance, and QHSSE for a holding company and 6 subsidiaries; reviewed and synthesized ~100 SOPs into an end-to-end process repository.
- Participated in ~20 stakeholder interviews/workshops (of ~30 total sessions) to validate process bottlenecks, control gaps, handoff delays, and standardization opportunities; documented process narratives and swimlanes using Visio.
- Designed to-be processes and operating model components, including controls, segregation of duties, and centralized oversight, to improve governance, reduce operational risk, and support more efficient back-office operations.
- Identified improvement opportunities in cross-functional workflows and helped structure implementation considerations for process redesign and operational streamlining.
- Built sections of the executive deck and developed 30+ organizational design recommendations and 100+ Key Performance Matrix (KPM) metrics to support implementation planning; presented recommendations to PwC Partner and client VPs/Directors.

Life Insurance Market Intelligence — Multinational Sharia Life Insurer

- Built a benchmarking approach using GWP-to-GDP metrics to compare Family Takaful penetration across Southeast Asia, the Middle East, and South Asia; benchmarked 10+ competitors and 30+ products, with the methodology adopted as the engagement baseline.
- Consolidated 5 years of macroeconomic indicators and competitor financials (2020–2025) into executive-ready deliverables across 3 regions, including a Topline Market Report and storyline deck.
- Acting PMO Support:** Supported workplan tracking, weekly reporting, and alignment across workstreams; ensured coherence of storyline, analysis, and client outputs during leadership transition.

Family Businesses (Agribusiness & Retail)

Jakarta, Indonesia / Ruteng, NTT

Business Operations & Analytics (Interim)

Jul 2024 – Apr 2025

- Established daily Excel-based tracking for egg production, flock age, sales, and operating costs, improving visibility of day-to-day operations and enabling more structured decision-making by analyzing operational drivers, benchmarking supplier options, and supporting sourcing decisions based on unit economics and delivery reliability.
- Conducted a practical feasibility assessment for expansion (farm-adjacent restaurant concept) and supported basic digitization (low-code website setup, operational/harvest tracking and reporting) for a second farm business.

Naga Cybersecurity

Yogyakarta, Indonesia

Cybersecurity Intern

Aug 2021 – Jan 2022

- Monitored endpoint security alerts (Trellix EDR) and supported triage documentation for potential security events.
- Assisted with policy review and documentation using NIST-aligned security control concepts.

Leadership & Activities

HIMAKOM (Computer Science Student Association)

Yogyakarta, Indonesia

Social and Internal Affairs

Oct 2020 – Oct 2022

- Led execution for a talent campaign (20+ participants) and chaired a national UI/UX seminar (200+ attendees), managing cross-team coordination and stakeholder communication.

Skills

Transformation / Consulting: Business transformation, digital transformation, business process reengineering, process improvement, workflow analysis, operating model design, governance/controls, transformation PMO, executive storylining.

Process / Functional Tech: As-is/to-be process mapping, APQC, business requirements gathering, Requirements Traceability Matrix (RTM), Salesforce (Sales Cloud, Marketing Cloud), data architecture, data/field mapping, application interaction model, data flow diagrams, integration analysis.

Tools / Languages: PowerPoint, Excel, Word, Visio; Indonesian (Native), English (Fluent).