Khairidda Nurfaidi

Data Governance & Data Management Leader

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Professional Summary

Data governance and data management leader with 11 years of experience building data functions inside high-growth Indonesian tech-unicorn companies. At the scale-up, I led company-wide data governance: verified company metrics, data policy, data quality, and personal-data and access governance under Indonesia's PDP Law. At the cooperative, I built the end-to-end data environment on Google Workspace.

Known as a "data translator" who turns messy, fast-moving operations into data that leadership can trust and act on. Comfortable at both ends: setting policy with C-level, GRC, Product, and HR, and building the tools, dashboards, and SOPs that make the policy real.

Seeking Manager, Head, or VP roles in Data Governance, Data Management, or Head of Data for growing organizations.

Core Competencies

- **Data governance:** policy frameworks, data ownership, data documentation (requirements, metadata, ERD), governance compliance measurement
- **Data quality management:** quality pillars and scorecards, production-to-analytics anomaly detection, Great Expectations
- **Data protection & access:** UU PDP (Indonesia's Personal Data Protection Law) assessment, role-based access control (RBAC) design
- **Data platform strategy:** requirements, vendor fit and cost analysis for warehouse and BI platform selection
- **Data literacy & enablement:** training programs, data champions, spreadsheet governance
- **Stakeholder leadership:** C-level reporting, partnering with Product, Engineering, Finance & Accounting, GRC, and Human Resources.

Professional Experience

Koperasi Padantara | Apr 2025 – Present

Data & Technology Lead

- Lead data and technology for an aquaculture cooperative serving 356 registered farmers and partners (98 formal members) across 15 areas in West Java.
- Built two generations of the cooperative's AppSheet apps, Berditari and its successor named PASMAR (Pasukan Margin), the system of record for sales, purchasing, operations, and accounting across feed, fish, and seed transactions. Used by 15 field agents, 2 admins, and the Finance & Accounting team.
- Consolidated three transaction sources (Google Forms, Berditari, PASMAR) into a single source of truth covering ~2,000 sales orders, ~800 purchase orders, and thousands of payment data since Mar 2025.
- Built Looker and Apps Script dashboards covering members and retention, sales, commercial team performance, sales margin, inventory, and member savings. Used as the reference for business reviews; tracked a business that grew monthly revenue about 6x in its first year.

- Built accounts-receivable monitoring and monthly AR deep dives with an official AR definition, aging buckets, weighted DPD and DSO, and risk by area and member, while preserving legacy receivables in portfolio reporting.
- Introduced data compliance scoring that measures record completeness against each business process, and calculated SHU (member profit-share) for eligible members.
- Cut monthly bank reconciliation from 7–14 working days to 3–5, as reported by the Finance & Accounting team, through AppSheet automation, Google Apps Script, and new SOPs.
- Leading a farm management pilot that digitizes cultivation records from paper to AppSheet via field agents, with an Apps Script reporting dashboard monitored by the cooperative and its impact investor (pilot runs through Dec 2026).
- Use AI coding assistants (Claude Code, Codex) to build, review, and document the Apps Script ETL, dashboards, and AppSheet apps behind PASMAR and the cooperative's analytics.

eFishery (PT Multidaya Teknologi Nusantara) | Jan 2019 – Mar 2025

Senior Data Manager – Governance, Data Division | Aug 2021 – Mar 2025

- Co-led the Verified Metrics program, standardizing 9 company-wide Common Goals metrics (incl. Revenue, GPM, EBITDA), approved by the Executive Committee and governed by a signed data policy with a defined RACI.
- Designed the Data Champions Assessment with People & Culture, using BI activity logs and weighted criteria to identify analysts outside the data team; integrated 14 people into BI and Data Science roles.
- Established data quality management: SOP, Great Expectations monitoring, Metabase dashboards, and a "Data Quality as a Bug" escalation flow with Fine-Kinney severity scoring and RACI across Data, Product, and Engineering.
- Designed license-based access governance for Google BigQuery and Tableau (request workflow, manager approval, usage scoring, 24-hour validation SLA) to control cost and maximize utilization.
- Reshaped eFishery's early Data Governance team into a Centralized Data Governance function, defining OKRs, operating model, team structure, and hiring plan; led a core team of 2 and 7 indirect contributors, reporting to the VP Data; repositioned the function in 2024 as policy-making with measurable targets and a 90-day policy SLA.
- Created the Data Policy Brief Framework and templates, grounded in DAMA-DMBOK and ISO 8000/27000, used to develop company data policies starting with Product SKUs.
- Introduced Data Requirement Standardization with a YAML generator for Great Expectations, piloted across engineering squads (9 of 10 pilot users backed continuation) and embedded into the company PRD template.
- Directed PII discovery across ~88K columns and ~22K tables in the warehouse and production sources, informing RBAC on Superset and Metabase, and PII handling recommendations under UU PDP.
- Curated Data :: Book of Knowledge, the data team's single knowledge base, coordinating 35 contributors across data teams.

Data Analyst – Multiple Divisions | Jan 2019 – Jul 2021

- Built 20+ Metabase dashboards; ~8 stayed in active use with dozens of users and hundreds of monthly views.
- Delivered monthly, quarterly, and annual reports for the CEO Office, Sales & Marketing, Feeder Operations, and Enabler teams.
- Improved data quality and entry efficiency across 5+ internal platforms, acting as product manager and no-code builder in early stages.

Gojek (PT GO-JEK Indonesia) | Aug 2015 – Dec 2018

Data Associate Manager – Competitive Intelligence | Aug 2017 – Dec 2018

- Led 4 analysts and 15 support staff across four major data collection projects that fed top-management decisions.
- Built the collection pipeline on Zoho Forms, Google Sheets, and BigQuery, with SOPs and team performance monitoring.

Reporting Specialist – Operational Excellence | Jul 2016 – Aug 2017

- Ran end-to-end data operations for the special GO-CAR recruitment project: 200K+ drivers recruited, 60% active on the app.
- Produced recurring reporting on driver recruitment, care, and training; served as internal data consultant to Core Operations.

Data Entry & Compliance Team Leader – Bandung Branch | Aug 2015 – Jun 2016

- Trained and supervised 50+ freelancers to register 45K+ GO-RIDE drivers in three months.
- Designed a branch reporting template later adopted by 15 branches nationwide before the CRM rollout.

Education

Institut Teknologi Bandung (ITB) – Mining Engineering | 2009 – 2014

Completed coursework toward a Bachelor's degree.

Skills & Tools

- **Data & warehouse:** SQL (BigQuery, PostgreSQL, MySQL), Great Expectations
- **BI & analytics:** Looker, Tableau, Metabase, Web Dashboard using Google Apps Script
- **Builder tools:** AppSheet, Google Apps Script, Google Sheets (advanced), ODK Collect, Zoho
- **AI-assisted development:** Claude Code, Codex (Apps Script, SQL, AppSheet review, data documentation)
- **Delivery:** Atlassian (Jira/Confluence), Notion, ClickUp, Google Workspace
- **Languages:** Bahasa Indonesia (native), English (professional)

Teaching & Community

- **demiAIplus** (demiaiplus.com) – Founder. Teaches practical, business-first data skills.
    - Delivered practical data classes for 3 clients and private data classes for 4 individuals.
    - Shares practical data content on social media (@demiaiplus).