

## JASON KESTER HANANI

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### SUMMARY

Systems-oriented leader with 8 years of experience across product operations, marketplace architecture, and business intelligence. Delivered €1.5M+ in quantified impact by engineering data-driven solutions for pricing, inventory, and fulfillment. Specializes in AI-augmented workflows and logic-prototyping to turn complex operational friction into scalable revenue and enhanced customer experience.

### EXPERIENCE

#### **Commercial PMO - ZALORA Group**

**Apr 2025 – Present**

- Designed and deployed a unified regional operating model for seller onboarding, consolidating fragmented workflows into a single global system to eliminate operational friction.
- Engineered data-driven frameworks to analyze cross-border route eligibility and inventory constraints, optimizing stock readiness and assortment coverage.
- Directed commercial feasibility studies and logic-modeling for multi-warehouse fulfillment initiatives, projecting €300K ARR (~10% growth).
- Leveraged AI-driven logic-prototyping (Python/LLMs) to accelerate the design and iteration of internal business rules and automated tagging systems.

#### **Operations Manager - ZALORA Group**

**Oct 2024 – Apr 2025**

- Modeled margin sensitivity and redesigned marketplace fee structures, delivering a projected €200K annual revenue uplift.
- Integrated a third-party AI chatbot into seller support workflows, achieving 68% ticket deflection and 24/7 autonomous coverage.
- Defined and coordinated operational changes across marketplace, payments, and support teams, ensuring new pricing, support, and process initiatives were executed consistently across regions.

#### **Associate Project Manager - ZALORA Group**

**Nov 2022 – Sep 2024**

- Diagnosed logistics subsidy leakage via SKU and lane-level analysis and redesigned shipping fee models, reducing costs by €520K annually.
- Designed and architected the logic for a fraud-resistant, cashless return system, migrating return logistics to an automated chargeback workflow.
- Analyzed pricing, inventory, and logistics data using SQL, Python, Tableau, Looker, and Excel to support logistics and warehouse performance decisions.

#### **Graduate Management Trainee - ZALORA Group**

**Nov 2021 – Oct 2022**

- Coordinated the Indonesia rollout of an exchange feature, converting ~15% of returns into exchanges and preserving €695K in revenue.
- Synthesized NPS scores and customer feedback into actionable insights, informing short and long-term improvements to marketplace and support workflows.

#### **Product Operations – Paxel**

**Jan 2020 – Oct 2021**

- Designed the logic-architecture for a new nationwide routing engine, partnering with engineering to deliver a 60% reduction in activation lead time (5 days → 2 days).
- Optimized a 130-node logistics network via capacity and throughput modeling, achieving hub relocation payback in <1 year.

### EDUCATION AND CERTIFICATIONS

#### **B.S.E. Industrial & Operations Engineering (Cum Laude)**

University of Michigan - Ann Arbor

#### **Six Sigma Green Belt – Certification No. 2558-18401**

Institute of Industrial and Systems Engineers

#### **Google Project Management Professional Certificate**

Google