

# Miftah Ahmad Choiri, B.Eng.

SERVICE PLANNING REPRESENTATIVE · TECHNOLOGY LIFECYCLE SERVICES @ IBM

Jl. Haji Juhri No. 44, South Meruya, Kembangan, West Jakarta, DKI Jakarta, 11650

☎ (+62) 8953-2050-4567 | ✉ miftah.choiri@ibm.com | 🏠 miftah-ahmad-choiri.github.io | 📄 Miftah Ahmad Choiri

## Summary

Miftah is a responsible, team-oriented, and results-driven IT Infrastructure Specialist with strong analytical and critical thinking skills, capable of solving complex technical challenges using advanced and emerging technologies. He has a proven track record in delivering large-scale infrastructure projects, including technology refresh, system migration, data center relocation, and enterprise maintenance across servers, storage, networking, and backup systems. Known for his reliability and adaptability, Miftah has supported mission-critical operations for major clients such as Bank HSBC, UOB, BTPN, BRI, Mandiri, BNI, Telkomsel, AXA, Prudential, Kemenkeu and etc. Open-minded and eager to learn, he thrives in fast-paced environments, especially those involving digital transformation and modern IT infrastructure, and is passionate about continuously expanding his knowledge in the evolving world of technology.

## Education

### ITS (Institut Teknologi Sepuluh Nopember)

Surabaya, Indonesia

B.ENG. IN ELECTRICAL ENGINEERING

Aug. 2015 - Sept. 2019

- Final GPA: **3.43 / 4.00** (Completed 147 out of 144 required credits).
- Honored as the **Most Outstanding Student** at the Faculty Level, highlighting excellence in academics, leadership, and organizational impact.
- Specialization: Startup Business, Data Science & Analytic, Power System Simulation, IT Infrastructure, Cloud Computing, Internet of Things
- World-Class Certification: TensorFlow Developer Certification by Google (Credential ID: 23724345) - Exp. Sept 2023

## Works Experience

### IBM - Technology Lifecycle Services

Plaza Office, Jakarta

SERVICE PLANNING REPRESENTATIVE

Jun. 2021 - Now

- Actively participated as a key resource in technology refresh for IBM Power projects involving server, network, storage, and backup systems for major financial institutions, including PT. AXA Indonesia, Prudential, HSBC, Bank Mandiri, BNI, and Telkomsel.
- Managed selected enterprise accounts as the technical focal point, ensuring client satisfaction, tracking project milestones, meeting delivery KPIs, and supporting ongoing business growth.
- Performed consultative activities to support the sales and solution teams in sizing, designing, and optimizing new system solutions & initiatives.
- Served as Account Manager for OEM maintenance services, handling strategic enterprise clients such as HSBC, GGPC, Cargill, BIG, Indosat, Telkomsel, and BTPN, ensuring long-term client engagement and service excellence.
- Participated in data center relocation and migration projects for organizations including SUNLIFE, Bank Danamon, Pegadaian, Jasindo, and the Ministry of Finance (Kemenkeu).
- Resolved critical technical issues as a Service Engineer for top-tier clients including Mandiri, BRI, HSBC, UOB, MUFG, CIMB, Permata, BNI, Bank Indonesia, Kemenkeu, OCBC, and BTPN.
- Developed and deployed a custom monitoring and automation program for PT. Pegadaian Indonesia, with mission to achieve their digital transformation initiatives.
- Conducted system hardware, firmware, and software installation and upgrades across 15+ enterprise environments, improving system reliability
- Handled complex hardware and software cases for over 4 years, including disk replacements, network troubleshooting, backup failures, file system corruption, and software bugs, ensuring minimal downtime and prompt issue resolution.

### GroupM - Mindshare

Jakarta, Indonesia

MEDIA PLANNER EXECUTIVE

Apr. 2021 - Jun. 2021

- Strategized the execution of paid advertising campaigns for Unilever Indonesia, overseeing a total advertising budget of up to Rp800 billion.
- Developed strategic with integrated media plans—including conventional, digital, and performance-based campaigns.
- Collaborated with internal teams and external partners to create best-in-class media strategies and tactical plans.
- Delivered quarterly campaign analyses and competitive reviews to support data-driven decisions for the next quarter.

### Supertype.ai

Jakarta, Indonesia

DATA ANALYST/SCIENTIST

Jul. 2020 - Feb. 2021

- Created analytics dashboards and professional PDF reports using NLP models for topic classification, sentiment analysis, and business insights.
- Collaborated with 12 software engineers to develop a review management apps for monitoring product reviews on the Apple and Play Store.
- Built analytics and machine learning solutions using PySpark and Java, including data collection, preprocessing, modeling, and visualization.
- Developed data pipelines for Natural-Language-Processing (NLP) and packaged solutions integrated with backend infra via Docker containers.

### Savtrik.com - PT. Putra Putri Bangsa

Jakarta, Indonesia

CEO/Co-FOUNDER

Jan. 2019 - Apr. 2021

- Founded a clean-energy startup with a mission to maximize the solar-roof investment and increase energy efficiency in households
- Led a diverse team of 8 (including data engineers, software developers, UI/UX designers, and electronics engineers) to deliver an end-to-end hardware/software solution.
- Developed a web app, mobile app, and smart energy device embedded with ML/AI to boost energy efficiency by up to 30% for residential users.
- Participated in over 5 startup bootcamps, partnered with Quectel, PT. PLN, PT. PGN, and XL Indonesia, and raised IDR 200 million for R&D.

## YLI Project by McKinsey&Company - client GOJEK

Jakarta, Indonesia

CONSUMER INSIGHT ANALYST

Aug. 2019 - Nov. 2019

- Selected for the Young Leaders for Indonesia (YLI) Breakthrough Leadership Program led by McKinsey & Company consultants; chosen as one of the top 60 students from over 1,100 applicants across Indonesia and abroad.
- Collaborated with 7 top students from 5 leading universities to conduct high-quality consumer research, interviewing over 90 F&B merchants across Jakarta, Bali, Bandung, and Surabaya to gather critical business insights.
- Analyzed qualitative and quantitative data to develop strategic recommendations for the Gobiz product launch.

## PT. ITS Tekno Sains (Part-Time) - client PT.PLN

Surabaya, Indonesia

JUNIOR POWER SYSTEM ANALYST CONSULTANT

Mar. 2018 - Mar. 2019

- Collaborated with professors and professional power system consultants to solve operational issues at PT. PJB Gresik Coal-Gas Power Plant.
- Conducted in-depth analysis of three system reconfiguration scenarios for six CWP motors at a power plant in Nias Island, and collaborated with PT. PLN Regional Nias to investigate generation issues and propose optimization strategies for regional power stability.
- Partnered with PT. PLN North Sumatra Area to assess biomass energy potential, develop a supply chain and grid reconfiguration plan, and successfully design a biomass power plant tailored to local raw materials—supporting sustainable rural electrification in Nias.

## PT. PLN (Persero) - P2B Jatim

Surabaya, Indonesia

STUDENT INTERNSHIP PROGRAM - TRANSMISSION SYSTEM OPERATOR

Aug. 2018 - Sep. 2018

- Participated in a university-sponsored internship to observe about the 70kV and 150kV Transmission Operation Systems at PT. PLN P2B Jatim.
- Collaborated with 14 students from various universities to assist in studying and simulating East Java Power Grid Defense Schemes.
- Contributed to day-to-day activities related to the operation, maintenance, and SCADA monitoring of high-voltage transmission systems, including cubicle configuration and grid stability operations.
- Gained hands-on experience in real-time control and monitoring of the East Java transmission network, supporting operational excellence in a critical infrastructure environment.

## Achievements & Scholarships

### BOOT CAMP/SCHOLARSHIPS

2021	<b>Pre-seed Accelerator</b> , Founders Institute Program Jakarta Chapter Batch 2021	by Founders Institute
2020	<b>Scholarship Awardee</b> , Machine Learning Courses from Google, Traveloka, Gojek, & Tokopedia	by Bangkit Academy
2019	<b>Seed Fund Recipient</b> , XL Business Solution Internet of Things Implementation Wave 1	by XL Axiata Company
2019	<b>Scholarship Awardee</b> , Young Leader for Indonesia Wave 11	Initiated by McKinsey&Co
2019	<b>Bootcamp Program</b> , PGN Energy Solution Bootcamp Wave 1	by PGN Gas Company
2019	<b>Bootcamp Program</b> , Shell Livewire Energy Solution Bootcamp Wave 1	by Shell Company
2019	<b>Bootcamp Program</b> , Appcelerate Bootcamp Program Wave 2	by Lintasarta Company
2017	<b>Scholarship Awardee</b> , Toyota Astra Scholarship 2017	by Toyota Astra Foundation
2017	<b>Scholarship Awardee</b> , FTI Teladan Scholarship	by FTI Alumni Foundation
2016	<b>Scholarship Awardee</b> , The e40 Scholarship Program	by 40th EE Alumni

### ACHIEVEMENT

2020	<b>Top 10</b> , IBM Call4Code Indonesia - Dicoding Challenge 2020	by IBM & Dicoding
2019	<b>1st Runner Up</b> , IoT Makers Creation 2019 by ASIOTI, Kominfo, Kemenperin	by Kemenperin, Kominfo
2018	<b>1st Winner</b> , Outstanding Student of Electrical Technology Faculty ITS 2018	by FTE ITS
2018	<b>2nd Runner Up</b> , Shell Think Efficiency 2018	by Shell Company
2018	<b>€8,000 Project Granted</b> , Total Campus Grant 2018	by Total Oil Company
2018	<b>2nd Runner Up</b> , National Electrical Power System Competition 2018	by UGM University
2018	<b>2nd Runner Up</b> , Multimedia & Game Competition IoT Category 2018	by CE ITS Surabaya
2017	<b>€8,000 Project Granted</b> , Total Campus Grant 2017	by Total Oil Company
2017	<b>Delegates Student</b> , International Youth Forum on Innovation 2017 (Singapore)	by EDCONEX
2017	<b>1st Winner</b> , National Scientific Paper Competition 2017	by Semarang University
2017	<b>Project Funded</b> , Student Creativity Project (PKM) 2017 - Implementation Technology	by Ristek Dikti
2016	<b>1st Runner Up</b> , FST Fair Scientific Paper Competition 2017	by Jambi University
2016	<b>Project Funded</b> , Student Creativity Project (PKM) 2016 - Futurism Idea	by Ristek Dikti

## Skills

<b>Skill-Badges</b>	Achieve 21 Skill-Badges from Google, IBM, and Redhat and verified by Credly
<b>Certificates</b>	Achieve 90+ Training Certificates from Teradata, Purestorage, Lenovo, Udemy, and Coursera
<b>Hard Skill</b>	Openshift, RHEL, Ansible, IBM-MQ, Python, IBMi, AIX, VMWare, VIOS, HMC, HPUX, IBM-Fusion, AI&ML, Vertex-ai, GCP, Github
<b>Soft Skill</b>	Time Management, Critical Thinking, Problem Solving, Adaptability, Leadership, Communication & Public Speaking
<b>Languages</b>	Advanced Level of English, Bahasa Indonesia as Native Language
<b>Hobbies</b>	Learn New Things, Write Code, Building blogpost, Play Games, Fitness, Crafting, Watch Movie

# Organizations Experience

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## IEEE Student Branch ITS

*EE ITS, Surabaya, East Java*

FORMER

*Apr. 2018 - Sept 2019*

- Collaborated with 10 students from various engineering majors to establish the IEEE Student Branch at ITS.
- Successfully organized international seminars featuring speakers from the USA, Netherlands, Japan, South Korea, and professionals from digital industries to raise awareness about Industry 4.0.

## Zero Hunger Sumba

*PSSL B103, EE-ITS, Surabaya*

PROJECT LEADER

*March. 2018 - Sept. 2019*

- Led a team of 33 laboratory assistants to develop a sustainable greenhouse with a smart hydroponic system on Sumba Island.
- Designed and executed a successful crowdfunding campaign, raising over IDR 205 million to support the project budget.
- Implemented a 1 kWp solar-powered greenhouse hydroponic system with a production capacity of up to 100 kg of vegetables per month.

## Power System Simulation Laboratory - ITS

*B103, EE-ITS, Surabaya, East Java*

HEAD OF RESEARCH AND DEVELOPMENT

*March. 2017 - Sept. 2019*

- Led a research team in completing 7 simulation-based research projects on Digital Power Utilities, along with 2 community service projects.
- Managed the publication of seven research papers on Digital Power System Utilities presented at international conferences and contributed to multiple competition wins.
- Initiated and directed the Zero Hunger Sumba project, including campaign design and fundraising that gathered over IDR 213 million.

## Human Resource Development Division of HIMATEKTRO ITS

*EE-ITS, Surabaya, East Java*

CHIEF ORGANIZER | INSTRUCTOR COORDINATOR

*June. 2016 - Oct 2018*

- Led and coordinated 87 senior students to mentor and educate 236 new students in the Faculty of Electrical Engineering of ITS.
- Entrusted as as Head of the Instructor Committee to deliver training on ethics, campus culture, environmental and social awareness, solidarity, professionalism, scientific writing, and national values.