

# Shannedy Ong

COUNTRY MANAGING DIRECTOR

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## Executive Summary

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Dynamic and results-oriented C-level executive with over 20 years of experience leading global organizations in the technology sector. Proven track record of driving multi-million-dollar revenue growth, spearheading digital transformation initiatives, and enhancing operational efficiency across diverse markets. Adept at developing and executing strategic plans that align with corporate objectives, resulting in sustained business growth and improved shareholder value. Recognized for building and leading diverse, high-performing teams and fostering a culture of innovation and agility. Exceptional ability to navigate complex global environments, manage cross-functional teams, and align technology initiatives with overall business strategy. Committed to fostering a culture of excellence, collaboration, and ethical leadership.

## Professional Experience

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### Qualcomm

Jakarta, Indonesia

Country Managing Director

Mar 2015 - Present

- **Strategic Leadership:** Led the development and winning of a 2-year strategic long-term agreement that repositioned Qualcomm in the LTE and broadband marketplace, **resulting in a 100% win in market share**. This involved spearheading a cross-functional team to conduct market analysis, redefine the company's value proposition, competitive analysis and identify new market opportunities.
- **Achievements:**
  - **Revenue Growth:** Led the company to achieve **\$5 million** in annual direct revenue over 2 years from zero by expanding into new product segment, i.e.: Compute for Education and launched innovative products that captured emerging technology trends with the local ecosystem partners: local OEM, ODM, EMS, Distributors, Resellers and Government, Ministry of Industry.
  - **Market Expansion:** Successfully entered a **3-year Long-Term agreement** with a leading local ISP for the 5G Fixed Wireless Broadband for residential segment, a total of 10 million units CPE devices valued at **\$500 million+**.
  - **Product Launch Success:** Spearheaded the launch of an **Education Chromebook** with the highest TKDN score, **40%+** powered by a Snapdragon **7c** platform. Additionally, spearheaded a new flagship product, Snapdragon **X Elite** for the Copilot+ PCs, a groundbreaking product, redefining the PC industry. The product launch strategy included trainings for market education, targeted digital campaigns, influencer partnerships, and an aggressive PR push in collaboration with the OEMs.
  - **Brand Recognition:** Elevated the Snapdragon brand presence by leading a branding initiative, **Snapdragon Insider** consumer brand resulting in a **71%** brand awareness (the highest in APAC) and strong premium segment revenue growth.
  - **Awards and Recognitions:** Recognized with the **"Sales Excellence"** award by Wireless Broadband and Connectivity (WBC) Business Unit for outstanding contributions to the field, particularly for driving the broadband initiative in Indonesia and APAC.
  - **Product Development and Innovation:** Spearheaded the development and customization of a **5G CPE** device in a non-traditional deployment scenario to deliver maximum cost savings, contributing to a **40% cost saving** in the end user side. Fostered a culture of innovation within the team, resulting in **innovative business model**, i.e.: OpEx business model for the CPE deployment, eliminating the entry barrier for a price sensitive market.
  - **Team Leadership:** Led a cross-functional team of **50+ professionals**, including sales, business development, product managers, CE engineers, technical marketing, branding marketing, government affairs and finance across multiple geographies. Successfully work in a cohesive way of working to meet growing business demands, while maintaining high levels of performance and collaboration.

### Ericsson Indonesia

Jakarta, Indonesia

Vice President – New Business

Mar. 2014 - Jan. 2015

- **Strategic Leadership:** Led the development and winning of a services centric project with a direct revenue growth from **\$70 million - \$100 million** annually. This involved spearheading a cross-functional team of sales, business development, regional team, implementation, and operations, redefined the company's value proposition, and leveraged **executive relationship** to win and secure the business.
- **Revenue Growth:** Led the company to achieve a **40%+** increase in annual direct revenue of **\$100 million** in the services segment, i.e.: combining implementation and Managed Services sales. **Took on P&L responsibility**.
- **Operational Excellence:** Streamlined implementation services by outsourcing to local sub-contractors versus in-house implementation, delivering **15% cost saving**. Deployed Managed Services model for operations to deliver operational excellence in the customer side, enabling customer satisfaction and meeting operational KPI's.
- **Services Innovation:** **Managed Services** customized processes and global standard services delivery and project management tailored to the local needs.
- **Team Leadership:** Led a cross-functional team of **70+ professionals**, including sales, business development, marketing, project management, operations, and finance. Successfully led high performing team to meet growing business demands, while maintaining high levels of performance and collaboration.

## Ericsson Indonesia

Jakarta, Indonesia

Vice President – Carrier Customer Account

May. 2012 - Feb. 2014

- **Strategic Leadership:** Led the development and winning of the end-to-end or full turnkey solutions combining core, radio solutions and services project with a direct revenue growth from **\$150 million - \$230 million** annually. This involved spearheading a cross-functional team of sales, business development, regional and global business units, product management, implementation, and operations, redefined the company's value proposition, leveraged **executive relationship** with Stakeholders and won against competitions.
- **Revenue Growth:** Led the company to achieve a 50%+ increase in annual direct revenue having won the full turnkey tender combining hardware, software, and services. **Took on P&L responsibility.**
- **Product Development and Innovation:** Spearheaded the proposed products for Indonesia market with **unique hardware and software features** setting aside competitions, proposed proof of concept and proof of business to lock-in customers.
- **Team Leadership:** Led a cross-functional team of **150+ professionals**, including sales, business development, marketing, project management, operations, finance, regional and global business units, and products management. Successfully led high performing team to meet growing business demands, while maintaining high levels of performance and collaboration.

## Ericsson Indonesia

Jakarta, Indonesia

Head of Commercial and Sales – Carrier Customer Account

Aug. 2005 - Apr. 2012

- **Revenue Growth:** Led the company to achieve a **35%+** increase (**\$55 - \$75 million**) in annual direct revenue having won the full turnkey tender combining hardware, software, and services.
- **Awards and Recognitions:** Recognized with the "**Top Sales Competition**" award by Business Unit Radio Access Network for outstanding contributions to the field, particularly for winning the Indosat tender for Radio equipment.
- **Team Leadership:** Led a cross-functional team of **20+ professionals**, including sales, business development, marketing, regional and global business units, and products management. Successfully led high performing team to meet growing business demands, while maintaining high levels of performance and collaboration.

## Fujitsu Australia Pty Ltd / Ericsson Australia Pty Ltd

Sydney / Melbourne, Australia

Senior Network Architect – Carrier Customer

Aug. 2000 - Jan. 2005

- **Revenue Growth:** Led the company to win a fiber optic transmission tender in Sri Lanka for **\$82M** and successfully convinced Optus Australia to **waive \$3M penalty** on product roadmap delay.
- **Product Development and Innovation:** Spearheaded the implementation of the proposed products for Optus Australia with Fujitsu FBX series, delivering CapEx savings.

## PT. NEC Indonesia

Jakarta, Indonesia

Senior Transmission Engineer – Carrier Customer

Aug. 1996 - Jun. 2000

- **Revenue Growth:** Led the company to win a tender in Fiber Optic Transmission project with Ratelindo and PT. Telkom for **\$25M**.
- **Product Development and Innovation:** Spearheaded the design and implementation of the proposed products for Telkom Indonesia with successful implementation and sustainable business for 3 years.

## Education

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### Queensland University of Technology

Brisbane, Australia

Bachelor of Electrical and Computer Engineering

Graduated in 1996

- **Dean's Honor List**
- Final Year Project Award in Digital Speech Scrambler

### Leadership Certifications

- Effective Stakeholders Management
- Hybrid Team Leadership and Engagement
- Teaching and Developing a Growth Mindset
- Cultivating Creative Mindset
- Leadership/Management Modules (LCC)
- Leadership Excellence Program – Push for Excellence
- Leadership Excellence Program – Generate Energy
- Finance and Project Sales certification
- Ericsson Sales & Negotiation Modules certification
- Sales and Opportunity Creation and Leadership workshop – Expert Consultant
- Sales Excellence: Business, Commercial, SPIN and Services Toolbox certification

## Awards & Recognition

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### WBC BU, Qualcomm

Sales Excellence Award

2022

- The award solidified a significant contribution to signing a 3-year long term agreement with the ISP customer and drove the 5G Fixed Wireless Broadband initiatives

- The award was given to the top sales achievement by the individuals in the field of wireless radio equipment sales to carrier customers

## Core Competencies

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- Strategic Planning & Execution
- Global and Local Market Perspective and Digital Transformation
- Business Development & Expansion
- Communication and Influence
- Team Leadership & Development
- Stakeholder Relations
- Innovation & Technology Adoption
- Resilience and Adaptability
- Operational Optimization
- Change Management

## Professional Affiliations

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- American Chambers of Commerce (**AMCHAM**) membership since 2015
- Telecommunications Society of Indonesia (**MASTEL**) membership since 2015
- Indonesia AI Society, **Korika** – since 2019
- Indonesia IoT Association (**ASIOTI**) since its inception in 2018 – as one of the Founders
- Supported **ATSI** (Cellular Services Providers Association) advocacy for 5G spectrum auction

## Publications & Speaking Engagements

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- **Asus** Copilot+ PC launch event - Guest Speaker
- **GSMA** Digital Nation Summit – Guest Speaker
- **MASTEL** 5G Summit – Keynote Speaker
- **Korika** AI Workshop – Guest Speaker
- **AMCHAM** Seminar on Digital Transformation – Guest Speaker
- **OEMs**: Samsung, Oppo, Vivo, Xiaomi, Redmi, Asus products launch – Guest Speaker
- Indonesia **5G Conference** – Keynote Speaker
- **Qualcomm** seminar on "Fostering local innovations through tech." – Keynote Speaker
- **Qualcomm** 5G seminar with ecosystem partners and Government – Keynote Speaker
- Minister of Industry, **Mol** Innofest event: "Building Innovation Ecosystem for Making Indonesia 4.0" – Guest Speaker
- **Indosat** – **ITB** IoT Digital Economy Lab launch event – Guest Speaker
- Creating New Business Model with **5G Seluler Award** – Guest Speaker
- Indonesia **LTE** Conference Award – Guest Speaker
- Canada & UK Chambers of Commerce workshops participation

## References

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- **Sarwoto Atmosutarno** – Special Staff of the Ministry of Communications and Information Republic of Indonesia, Head of MASTEL (Telecommunication Community of Indonesia) and Independent Commissioner of Telkomsel  
[www.kominfo.go.id](http://www.kominfo.go.id), [www.telkomsel.com](http://www.telkomsel.com)
- **Hendrik Tee** – Founder and Chairman, PT. Solusi Sinergi Digital Tbk (Surge)  
[www.surge.co.id](http://www.surge.co.id)
- **Franky O. Widjaja** – Chairman, PT. Smartfren Telecom Tbk and Sinarmas Group  
[www.smartfren.com](http://www.smartfren.com), [www.sinarmas.com](http://www.sinarmas.com)
- **Allen Salmasi** – Chairman & CEO, Veea Inc.  
[www.veea.com](http://www.veea.com)
- **Sanjeet Pandit** – Vice President, Celona Inc.  
[www.celona.io](http://www.celona.io)

## Technology Skills

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<b>Artificial Intelligence (AI)</b>	Cloud: LLM and On-Device AI
<b>Compute</b>	Next Gen AI and Copilot+ PCs
<b>Wireless Technology</b>	Cellular 5G, Wi-Fi, Bluetooth, IoT, Automotive, Wearables, XR
<b>Wireline Technology</b>	Fixed broadband PON