

GO  JEK**TARA HIREBET****EX-SENIOR VICE PRESIDENT RESEARCH & INSIGHTS AT GO-JEK,
A MOTORBIKE ON-DEMAND COMPANY WORTH USD1.2BILLION**

Tara Hirebet is a former Senior Vice President for Research & Insights at GO-JEK Indonesia, the largest unicorn startup an on-demand mobile platform and a cutting-edge app, providing a wide range of services that includes transportation, logistics, mobile payments, food delivery, and many other on-demand services.

In GO-JEK, Tara set up and ran the Research & Insights team, covering qualitative and quantitative research, Net Promoter Score (NPS) and competitive intelligence for all core product verticals and across users, drivers and merchants. She has 17 years of experience in Asia, doing user research, product marketing and go-to-market strategies for global brands such as Spotify, Google, Nike USA/China, Unilever, McDonald's, Diageo and the VISA Technology office by trying to adapt and achieve higher growth in local market. She also set up the regional HQs of 2 boutique research, trend and innovation consultancies.

She is a specialist in Asian consumer and cultural intelligence and she is passionate about solving big complex problems in emerging markets and chaotic megacities. Her work has focused extensively on Asian Megacities from citizen collaboration, to urban consumption and how extreme pressures create unique, innovative products, services and systems. She has an eclectic background in advertising & copywriting, market research and trends, strategic planning and transformative innovation.

Throughout her career, Tara is frequently invited to speak on Asia and has at SXSW 2015 (panel on Chinese female digital behavior and user experience design), SXSW 2014 ("How Overcrowded Asian Cities Inspire Innovation"), TEDxWomen, the Mashable Social Good Summit Singapore, the United Nations Development Programme, the American Chamber of Commerce, Visa Technology Office, Spotify, Google APAC, Grey Goose, FrieslandCampina, Ogilvy, JWT Kuwait, FCB New Zealand, and more. Tara has also written columns and opinion pieces for both Campaign Asia and the Korea Times on how brands and agencies can innovate to meet Asian consumer needs.