SUTRIANO WU

Marketing Leader, Fintech & Financial Services · Head of Marketing, NCM

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Marketing leader with 20+ years in marketing and events, 15+ of them in the forex and fintech industry. Has led market entry, brand building and client acquisition for brokers across Southeast Asia, the Middle East and Latin America, built marketing teams from zero, and runs Carbonium, an AI marketing agency.

500,000+
app installs from zero (TigerWit)

50,000+
registered clients acquired (TigerWit)

300+
introducing brokers in partner network

100+
events delivered as an organiser

EXPERIENCE

Head of Marketing · NCM — 2026 – Present
- Leads brand and regional marketing across NCM's entities.

Owner & Founder · Profit Link Investment Consultant, Dubai — 2025 – Present
- Boutique investment consultancy; led positioning, brand redesign and referral-first client strategy.

Chief Marketing Officer · iLimits — 2022 – 2025
- Led global marketing strategy and client acquisition across digital, social and traditional channels.
- Delivered a 32-page brand guideline with regional lock-ups (Africa, Indonesia, Latam, Malaysia, MENA, Vietnam).
- Set up Indonesia as the central content hub for all regions; ran the Malaysia roll-out and a new website build.

Marketing Manager, Indonesia · STARTRADER — 2022 – 2023
- Wrote the Indonesia market-entry plan; led STAREXPLORER, an 11-city roadshow across Java, and an always-on education content system.

Head of Marketing, Global & Indonesia · Vida Markets — 2022
- Built the #TradeWithConfidence positioning, full-funnel paid plan and channel strategy for the Indonesia launch.

Head of Marketing · GreenWaveX (GWX) — 2022 – 2023
- Launched the GWX brand in Indonesia: Bali launch event livestreamed on YouTube, collateral, merchandise and channel strategy.

Country Marketing Manager · TigerWit Indonesia — 2019 – 2022
- Built, trained and managed a marketing team of 20 from the ground up.
- Ran paid acquisition against CPI, CPA, CPL and CPS targets; 500,000+ app installs and 50,000+ registered clients.
- Organised 100+ workshops and seminars a year; grew a network of 300+ introducing brokers and 1,000+ active traders.

Founder · Carbonium Agency — 2018 – Present
- AI marketing agency for fintech, Web3 and F&B clients: paid media, content production and marketing automation.

Vice President · International Investor Club — 2019
- Built the brand identity, company profile, event formats and education content for an investor-education community.

Sales & Marketing Specialist · HotForex (HFM), Indonesia — 2014 – 2018
- Digital and offline acquisition for the Indonesian market: social, events, content and paid ads.

Head of Marketing · Inforex Broker — 2013

Introducing Broker · MasterForex — 2009 – 2012

Founder & Event Manager · Nouva & X-PERT Event Organizer — 2004 – 2014
- 100+ seminars, product launches, exhibitions and brand activations for up to 1,000+ attendees.

EXPERTISE

- Market entry & go-to-market
- Brand systems & positioning
- Performance marketing & media buying
- Partner / IB programmes
- Team leadership & content hubs
- AI & marketing automation

EDUCATION & LANGUAGES

- B.Eng., Electrical & Electronics Engineering, Universitas Tanjungpura (2005–2011)
- English (fluent), Bahasa Indonesia (native), Chinese (basic)