



# ILLUMINATE ASIA APPOINTS COUNTRY HEAD FOR INDONESIA



Jakarta, Indonesia, 25 March 2022: Illuminate Asia (PT. Illuminate Research Asia) is pleased to announce the appointment of **Haris Fajar Rahmanto** to the role of Indonesian Country Head. Haris, previously Senior Strategy Director with Illuminate Asia, will assume the role immediately.

Haris has been with Illuminate Asia since 2017. Prior to his role as Senior Strategy Director, Haris has held various roles in marketing, brand management, channel management, insight and strategy at some of the leading companies in the region such as Rabobank, GarudaFood, Tigaraksa Satria and Indofood.



*"I cannot think of a better person to lead Illuminate Asia's Indonesian operation. Haris is one of the most passionate insights leaders in the industry and with 20+ years' experience across marketing, consulting and insights; he thrives on understanding human behaviour and delivering the best service for our clients",* said Dawn Herdman, Founder & CEO.



*"It is an honour to be given the responsibility to lead Illuminate Asia's Indonesia office. We have a very strong team, solid client base and unique offerings, so I am confident that we can grow stronger to become the, leading insights consultancy in Indonesia", said Haris Rahmanto, Indonesia Country Head*

As Indonesian Country Head, Haris will oversee and manage all operations within Indonesia; leading our local research teams to deliver insights and strategy for our clients, empowering them to make the decisions to achieve success.

Haris takes over from Dawn Herdman, Founder, who will continue as CEO overseeing Illuminate Asia's regional expansion across SouthEast Asian markets.

**COMPANY VISION:** Illuminating clarity and insight to create a positive impact for our clients and community across SouthEast Asia

**FOR MORE  
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