

CURRICULUM VITAE

Personal Details

Name Arif Hendro Supramono
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Gender Male
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Education

FORMAL

1990-1996 • SDN Ketrangan 1
1996-1999 • SMP N 1 Jepon-Blora
1999-2002 • SMU N 1 Tunjungan -Blora
2002-2009 • Diponegoro of University

NON FORMAL

2018 •
Distributor & Territory Management
2018
BATNA
2019
Proximity Management

Experience

PT SUN Energy • Feb 2022 – Now

Area Sales Manager B2B C & I (Central Java & Yogyakarta)

- Identify, develop and maintain relationships with strategic clients in Central Java Region
- Identify and meet with customers to understand their businesses and advised customers on the technology products and services that applied to their needs
- Create a roadmap for new market development, initiate actions for generating sales
- Identify timely new opportunities in the form of the tenders and RFQs, work on submissions and attraction of right customers
- Scout new markets at the represented area and identify new business opportunities, propose and execute market entry models

PT Godrej Indonesia • Sept 2021 – Feb 2022

Regional Key Account Manager (Central Java & Yogyakarta)

Manage account MTI in Central java region to growth business and sales achievement
Conduct regulary business reviews with partner, sales leader to provide sales achievement and promo execution
Create promo plan and propose budget to activity and promotion in region
Ensure that the promotion program can be run by the area and then discussion with Field Sales Manager about the running of programs
Make an analysis of the program and discussion with the Region manager and report to the Channel Manager in Head Office
Monitoring the activities of competitors
Propose local activity to support achievement sales and handling competitor's promo

PT Danone ELN Indonesia • Des 2015 – September 2021
Field Channel Manager (Regional Central Java & Yogyakarta)

Create promo plan and propose budget to activity and promotion in Central Java and Yogyakarta region, Estimasi sales and estimate impact business with program activity.

Ensure that the promotion program can be run by the area and then discussion with Field Sales Manager about the running of programs

Make an analysis of the program and discussion with the Region manager and report to the Channel Manager in Head Office

Provide input and ideas about the running evaluation program

Ensure the use of budgets in the area and monitor claims distributors

Monitoring the activities of competitors and conducting analysis and impact on our products

Propose local activity to support achievement sales and handling competitor's promo

Handling and manage frontliner team 11 Team Leader, 125 Sales Promotion Girls and 37 Merchandiser in Central java Region

Manage achievement target submission and productivity Frontliner teams

PT Danone ELN Indonesia • Des 2015 – Juli 2020
Field Sales Manager (Northern Central Java)

Target Achievement : Responsible in achieving sales target and growth Danone SN business (SGM,Nutrilon and Bebelac) all Channels (General Trade, Modern Trade, MMKA and NKA) in Northern Central Java

Distributor Management : Responsible in driving distributors to achieve the sales target and aligned with company policy

Business Proses : Provide plan and strategy monitoring to ensure all business process are comply with company rules

Productivity : provide plan, strategy and monitoring to ensure productivity parameter are achieved (Outlet Active, Outlet Transacion, EC dan E Coverage)

Budget : Responsible plan maintain and monitoring sales budget to unsere usage availability

People Development : Responsible to Manage and monitoring two Field Distributor officers, 5 Team Leaders, 10 MD and 42 SPG and develop capability through performance review. regular coaching and implementation of Individual Development Plan in the assigned region to ensure the continuous quality improvement and productivity of each team member.

Collaboration : Effectively collaborates with all functions for smooth functioning of business

Feed back Channels : Effectively communicate trade marketing program to area field sales organization, Provides feedback to Region Office, Head Office, and Marketing on competition on-field execution

Maintain Relationship : Builds and grow relationships with channel partners – distributors, wholesalers and accounts

PT. Unilever Food Solution Indonesia • Nov 2012 – Des 2015
Distributors Territory Supervisor (Northern Central Java)

Develop and manage business within assigned accounts measured by volume, achievement and growth targets set within Food service channel in Northern Central Java

Build and maintain relationship with all Food Service channel distribution sales, to ensure sustain and smooth relationship with Food Service account

Translate and leverage consumer insights, industry, category and other pertinent brand information into a customer selling presentation

Setting development territory in consultation with the respective Area Sales manager. Also Operational planning for the way in which the sales targets can be achieved in their respective territory.

PT. Perfetti Van Melle Indonesia • Des 2011 – Nov 2012

Area Sales Manager

Managed business performance and achieved Primary Sales and secondary sales in Pekalongan, Tegal and Cirebon Area

Should have extensive hands-on in managing 3 distributors (Pelita hati : Pekalongan), (Tuton : Tegal) and (Sumber makmur : Cirebon)

Leading, coaching, directing, & motivating distributor taking order and motorist

Implementing marketing activities for successful national programs

PT. Perfetti Van Melle Indonesia • Mar 2011 – Des 2011

Sales Supervisor

Managed business performance and achieved Primary Sales and secondary sales in Kudus Area

Should have extensive hands-on in managing 2 distributors (SSM : Kudus), (Duta Busana : Rembang)

Leading, coaching, directing, & motivating distributor taking order and motorist

Implementing marketing activities for successful national programs

PT. Perfetti Van Melle Indonesia • Mar 2010 – Mar 2011

Sales Supervisor Trainee

Achievement

PT SUN Energy

The Most Improvement Sales Manager 2023

PT Danone ELN Indonesia •

The Best loyalty Account S1 2018

Winners Display Competition Nutrilon S1 2017

Winners Display competition Bebelac S2 2017

PT. Unilever Indonesia Tbk •

2nd Best DTS East Region at 2014

Referent

No	Name	Title	Company	Relationship	Phone
1	M. Agiya	Head Of Sales	PT SUN Energy	Leader	+6287885351132
2	Esti Widiastuti	RSM	PT Danone	Ex leader	+6281334316586
3	Ferry Irawan	Area Manager	PT Unilever	Ex Leader	+62811389282

Sincerely,

Arif Hendro Supramono