



Sri Kumala CHANDRA

International Business Developer

PROFESSIONAL EXPERIENCES

Commissionaire

April 2014 – Present

Indonesia Global Medika, PT. | Jakarta, ID

www.indonesiaglobalmedika.com

- **Strategic expansion & partnership** development
 - (i) Develop relations with related Indonesian governmental bodies,
 - (ii) Engage European clients for our export products,
 - (iii) Manage five European & three Chinese principals;
- Lead **export & import** - regulation team;
- Conceptualized and manage the content of IGM's Website;
- **Financial responsibility** over \$5M USD/year. Increased annual revenue between 10 and 15 percent during 4 consecutive years.

EU Outreach Manager

Aug 2016 – Jun 2019

EIBN (*EU Commission funded ICI + program*) | European Union, based in France

www.eibn.org

- **Brand activation** of EIBN in 28 EU M
- Assist clients identify opportunities & sources of risks in the Indonesian market, and then Develop comprehensive **market access & development strategy** for European **SME & Start-ups** to promulgate their competitive advantages and mitigate those risks;
- Conceptualization and content preparation (internal team & external editorial proofreader) for <https://industrialestateindonesia.com/> (launched in January 2019);
- Coordinate **intra-regional cooperation** with ASEAN Project partners;
- **Healthcare, F&B, and maritime** key expert since 2015;
- Co-ordinated with EU delegations for the strategic planning process and identifying new cooperation opportunities. Financial responsibility of **3.8M Euro EU ICI+ fund**.

Head of Trade Fairs « EIBN »

Sept 2013 – Aug 2015

Head of Business Development

Jun 2011 – Aug 2015

Indonesian French Chamber of Commerce and industry (IFCCI) | Jakarta, ID

www.ifcci.com

- Lead an international team of five business developers and two V.I.E;
- Provide **strategic business consultancy** for French & Belgian companies seeking to enter the Indonesian markets (translate and align their commercial strategies to market and government priorities);
- Assisting Indonesian companies to enter the French market (focus on **Value Chain Development** – work closely with the ILO);
- Full **P&L** responsibility, **account management, strategy and operations** in dotted line function;

Senior Client Relationship Executives

Féb 2008 – May 2011

MarkPlus Indonesia, PT. (Marketing & Management Consulting)

Jakarta, ID // Kuala Lumpur, MY // Singapore, SG

www.markplusinc.com

- Established the Consumer Goods department and developed Industrial leads (**CRM & account management**). Successfully engaged top 10 Indonesian Pharmaceutical and F&B players and achieved 120% sales target on the 2nd year;
- Responsible to **launch new branches** in **Malaysia** and **Singapore** (legal registration, lease management, hiring employees) and Organized the 1st Philip Kotler Master Class in Malaysia.

INTERNATIONAL EDUCATIONS



IAE Lille

International Executives | 2017



The London School of Public Relations

Communication & Marketing (Hons.) | 2012



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Professional Highlights:

- International Business Development
- Strategic Marketing
- Market Analysis
- Project Management
- Strategic Partnership
- Budgeting , P&L
- Account Management & CRM
- Negotiation & Lobbying
- CMS
- Key expert of Healthcare, F&B, Maritime
- ASEAN market access
- SME & Start-up
- Entrepreneur
- Public Speaking

Informatics:

Ms Office	•	•	•	•	•
PSD & AI	•	•	•	•	•
CMS	•	•	•	•	•
Minitab Statistics	•	•	•	•	•
SEO & SEA	•	•	•		

Languages :

Bahasa	•	•	•	•	•
English	•	•	•	•	•
French	•	•	•	•	
Flemish	•	•	•		
Mandarin	•	•	•		

Countries Lived:

Belgium, China, France, Hong Kong, Indonesia, Malaysia, & Singapore

Eligible to work in Indonesia & France