

YAYAT RUKIYAT

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Jakarta, July 09, 2016

Dear Sir,

My Experience background, and skills listed in your need are only the beginning of what I can bring to your firm

Curently I really interested with the new challenge and offering to looking for new career

I am willing to discuss with you my qualifications at your convenience. You can reach me at my mobile phone +6281293178888 and 081901010008

Thank you.

Sincerely,

YAYAT RUKIYAT



Personal

PLACE AND DATE OF BIRTH	Sukabumi, 9 October 1974
HEIGHT / WEIGHT	170 / 70
MARITAL STATUS	Married
HEALTH	Excellent
RELIGION	Moslem
NATIONALITY	Indonesia

Reason to Leave:

To seek a position in working environment of a growing Multinational Company that provides an opportunity to implement skills in Sales & Marketing concepts

Profile Summary

- Sales and Marketing professional offering over 17 years of proven skill-sets in Sales and marketing, business development
- Highly knowledgeable of Sales & Marketing Management
- Knowledge of sales and marketing system & concepts and highly creative in their applications.
- Regarded as efficient, thorough, and team conscious person who manages and prioritizes multiple tasks effectively, and balance consideration of others with the need deadlines and goals.
- An instinctive leader & proactive team player, having strong communicational & interpersonal abilities, who can build & maintain profitable relationships, and deliver on desired organizational goals
- A result oriented management functionary having requisite business acumen, marketing flair and analytical skills for analyzing markets fundamentals, evolving marketing strategies, and driving business acquisition & expansion initiatives

Summary of Basic

≡ **MORE THAN 15 YEARS EXPERIENCE IN TELCO INDUSTRIES FOR SALES, MARKETING and CHANNEL MANAGEMENT**

- PT. EXCELCOMINDO PRATAMA Tbk (XL)
- PT. BAKRIE TELECOM Tbk (ESIA)

• **STRONG AND GOOD BUSINESS RELATIONSHIP FOR MANY GSM & CDMA OPERATORS IN INDONESIA**

@ **MORE THAN 3 YEAR EXPERIENCE IN COUNSULTANCY (marketing integrated)**

0 DIGITAS SOLUTIONS Pte Ltd – INDONESIA

Key Deliverables

- ➔ **Business Development:** acquisition, expansion, key accounts management, channel development, etc
- ➔ **Sales & Marketing Management:** sales operation, marketing mix design, innovative marketing strategies, consumer preference building, market analysis, etc
- ➔ **Product Promotion & Brand Management:** promos, campaigns, product launch & advertisements, event management, etc

Educational Qualifications

- ➔ Highest Academic Qualification: Degree
1989 – 1994, STIE YPKP
S1
Bandung – West Java – Indonesia

Work Experience

INFOBIP

Business Development Manager APAC



June 2015 - Present

Line of Business: Telecommunication (SMS Solutions)

Brand Name: Infobip

Original Country: UK

Target Market: Operators, B2B, Reseller

Scope of Work: Sales, Marketing, BD

- ➔ Created GTM a clear and focused (segmentation, customers profiling, cluster and sizing)
- ➔ Set up and Created channel distribution (direct and in-direct)
 - ➔ Direct channel (sales team)
 - ➔ In-direct channel (reseller)
- ➔ Collecting data in market as a reference to create next project (competitor analysis, market share etc)
- ➔ To establish and maintain strong relations with key decision makers of clients so as to ensure repeat business
- ➔ P & L
- ➔ Seek feedback from client as a reference to improve service levels
- ➔ Maintain and oversee sales achievement that are not less than 100%
- ➔ Calendar event
 - ➔ Exhibition
 - ➔ Seminar
- ➔ Contribute ideation and concept based on the client requirement
 - ➔ Customization
- ➔ Recruitment and training
 - ➔ In-house
 - ➔ External



SATKIRIT Ltd Indonesia
Country Manager

September 2012 - 2015

Line of Business: Telecommunication (manufacture handset "Android" and Application)

Brand Name: LUVUO

Original Country: UK

Target Market: Operators, B2B, B2C, Distributors and Retailers

Scope of Work: Sales, Marketing, BD, Finance, HR and Government Relation

Description:

- Maintain good relations with government, such as: telecommunications and information ministry, ministry of trade and ministry of industry
- Ensure all functions of company runs smoothly and entire department is filled by the high-ability and integrity people
- Open system of alliances with parties that support market penetration in accordance with GTM and roadmap that has been made
 - Operators/carriers
 - B2B
 - Government or Institution
 - Media (TV, Newspaper, Online, Radio, etc)
- Empower and develop distribution channels to be effective and productive :
 - Traditional Channel (distributors and Retailer)
 - Modern Channel
 - Trade Modern Channel
- Create SOPs for all departments as a reference in running daily operations so activity team will be productive and can be monitored
- Create reports that are regularly used for advancement of marketing and sales :
 - Market Intelligent (product and competitor activity)
 - Media Activity
 - Reference from GFK in industrial development and achievement of each brand and estimate future movement.
- Maintain and oversee achievement of sales that are not less than 100%
- Monitoring BTL and ATL and Media buying strategy
- Manage and Monitor P&L
- Maintaining relationships with partners (operators and partners)
- Assessment of each department (quarterly, semester and yearly)
- Recruitment and Trainings



ZTE Indonesia
Head of Sales

April 2010 – Sept 2012

Line of Business: Telecommunication (manufacture or principle handset and Tablet "Android")

Brand Name: ZTE

Original Country: China

Target Market: Operators/Carrier, B2B, B2C, Distributors and Retailers

Scope of Work: Sales, Marketing and Business Development

Description:

- Create a roadmap and GTM for sales operation
- Create cooperation and relations with operators
- Create joint promo with mobile operators (bundling system, Device + Starter Pack + services)
- Selecting a distributor in every province throughout Indonesia
- Create targets for distributors (National and Local)
- Evaluate and monitor behavior, achievement and creativity of Distributors
- Create a marketing program to increase sales of distributors
- Manage and monitor P&L
- Create and supervise ATL and BTL
- Maintained media relation
- Collecting data in market as a reference to create the next product
- Regular evaluation of the achievements that have been done to make the next plan

- Create a new channel that can support the existing channel
- Supervise and saw movement from competitors in the market so we can make plans and movements to face the competition so we do not fall behind in reaching the market.
- Providing advice and input to marketing in making products according to market demand and the movement of competitors so that innovation can be maintained in a good product
- Training

Biggest Achievement / Accomplishments:

- Increase sales of target:
 - Modem: target 50,000 units, achievement: 150,000 units (raise 150%)
 - Devices: target: 10,000 units, achievement: 17,000 (raise 70%)
- Create a retail concept.
- Create GTM (Go To Market) for implementation of sales, marketing that targeted and effective.
- Rebuild the brand with two approaches:
 - BTL (roadshows, ongoing events and local media)
 - Channels of distribution (distributors and dealers)
- Joint promo with operators:
 - modem with Telkomsel (high contribute in achieving the target)
 - Device with XL (high contribute in achieving the target)



***Digitas Solution Pte Ltd
Country Manager***

September 2007 – April 2010

Line of Business: Marketing Consultancy

Original Country: USA

Target Market: FMCG, Multinational Company etc

Scope of Work: Sales, Marketing, BD, Finance, HR and Government Relation

Description:

- Manage and monitor P & L
- Creating a meeting with the client to monitor the progress of the project on a regular basis so that client satisfaction can be maintained and the communication will be smooth so that objectivity will be achieved
- Satisfaction for customers to standardize so that projects can be sustained and can continue to work together
- Handled all promos & campaigns for major client HP, organized & oversaw various events for them , and also looked after all costing, other accounts related functions, etc for the same
- Built up consumer preference for company products through fine-tuning distribution channels, some innovative marketing strategies, etc which resulted in enhanced sales volumes & revenues for the company
- To be involved in Key account handling in terms of revenue and servicing of projects
- Understanding the client's communication needs – planning and conceptualizing a BTL marketing plan to serve the same.
- To establish and maintain strong relations with key decision makers of clients so as to ensure repeat business
- To contribute to ideation and concept creation based on the client requirement
- To get a detailed plan of action on the execution of the event and communicate the same to the client. Advise the client on the costs, viability and feasibility of event ideas.
- To liaise between Client Servicing and the client for the smooth execution of the activity in case required.
- Briefing the creative team and ensuring that the commitments made to the client are kept
- Seek feedback from client through the client feedback form at the end with a view to improve service levels
- Training and recruitment

Biggest Achievement / Accomplishment:

- Achieved revenue up 20% of annual quota for year 2010
 - Target a year USD500.000, Achievement USD600.000
- Maintained and managed 5 existing big accounts within Manufacturing, Supplier and Consumer Product
- Expanded and established the assignment to local company (Bentoel, Visa, Adidas Etc)

PT. Bakrie Telecom Tbk
Head of Sales

August 2004 –Sept 2007

Line of Business: Telecommunication - Operator / Carrier

Brand Name: Esia (Operator CDMA)

Original Country: Indonesia

Target Market: B2B, Distributors and Retailers

Scope of Work: Sales, Marketing and BD

Description:

- Create targets for all existing channels based on the ability of teams and assigned areas
- Create programs to increase sales and improve the image of the product so it can better receive by consumers.
- Cooperate with third parties (the official distributor of mobile phone) to conduct joint promotions with doing bundling products
- Monitor its achievement of sales per day in accordance with the targets given so that activation can be maintained
- Monitor and improve sales capability in the field so it can reach the target given by producing good quality customers
- Ensure the dissemination of promotional materials received by the traders / shop equitably and in accordance with the quota set at a target
- Maintaining the quality of branding in the field so it can increase awareness of potential customers for our products
- Built relationship with institution, government etc
- Managed product exhibits at trade events and collected & studied market intelligence on competitor products
- Interacted with dealers, sales teams & end-users to gauge product performance in relation to company requirements, and helped incorporate improvements in the products based on customer feedback
- Performed strategic analysis to determine company's key strengths & reported on same to senior management
- Training
- Recruitment

Biggest Achievement / Accomplishment:

- Achieve 150.000 subscribers in West Java by end of 2007.
- Rise up activation per day from 150 act to be come 3.000 act per day
- Achieve 1,5 million subs by end of 2007
- Provide a very solid and loyal Sales Team, more than 150 direct sales people.
- Develop 'Kampung Esia', which is now being followed by other operator
- Develop 'Ambassador Team' as an alternative sales people'
- Develop new channel distribution as an alternative sales channel, such as cooperate with PT Pos, INKUD, INKOPPAS, Multi Plus, FIP / FIS – Modern Photo, UKM, Indomart, Cyrcle-K, Electronic Solution, and many others.
- Develop Esia Bikers, it is a new model of "mobile outlet", provide with showcase box on the three wheel motorcycle.
- Develop Gerai Esia to support Sales Operational through all Greater West Java Area.
- Engage with some vendors and distributors to provide some attracted package on handsets bundling.



PT. Excelcomindo Pratama Tbk (XL Axiata)
Regional Manager

June 1996 – August 2004

Line of Business: Telecommunication - Operator / Carrier

Brand Name: XL (Operator GSM)

Original Country: Indonesia

Target Market: B2B, Distributors and Retailers

Scope of Work: Sales, Marketing and BD

Description:

- Improving the ability of the sales teams in executing a given task so that they can achieve the targets given
- Ensure the achievement of their sales in accordance with the target activation can be provided so that visible when there is a shortage in the field.

- ➔ Ensure the spread of products and promotional materials to the seller / shop so that product availability can be maintained and awareness community towards the product can be increased.
- ➔ Make a promo or event that is local in cooperation with official institutions or dealers that can increase sales
- ➔ Collecting information related to activities or products of competitor so we can set up a good future plans and direction
- ➔ Interacted with dealers, sales teams & end-users to gauge product performance in relation to company requirements, and helped incorporate improvements in the products based on customer feedback
- ➔ Media relation
- ➔ Training

Biggest Achievement / Accomplishment:

- ➔ Developed marketing campaign and promo in West Region (Engage with MNC – Mandiri Bank and Automotive)
- ➔ Generated sales up 40% of annual quota and increased brand awareness

Professional Qualification and Certification

In house training and seminars

- ➔ Key Account Management Training
- ➔ Disaster Recovery Plan Training
- ➔ Customer Centric
- ➔ Advanced Account Management Training
- ➔ Sales and Presentation Skill
- ➔ Retail Sales Strategy Training
- ➔ Winning Sales Conversation
- ➔ Retail Channel
- ➔ Management Training
- ➔ Building Powerful Marketing
- ➔ Project Management
- ➔ Roles of Supervisory
- ➔ Achievement Motivation Training
- ➔ Coaching and Counseling Training
- ➔ GSM Technology Training
- ➔ Outbound Team Building Management Training
- ➔ ISO 9000 Quality Management System Seminar
- ➔ ISO 1400 Training