



Ricky Adrinaldi

Jl. H Rijin RTM Kelapa Dua Depok Jawa Barat
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Personal Details

Name : Ricky Adrinaldi
Place/Date of Birth : Bukittinggi / March 21, 1982
Marriage : Married
Languages Proficiencies : English – Written& Oral (Fluent)
Driving License : A & C

Availability

One month notice.

Professional Objectives

To develop ideas, creativities, expertise & experience in a qualified company that support my solutions.

Educational Background

2000 – 2005 *Bachelor Degree in Industrial Design* GPA 3.38 at STISI TELKOM, Bandung

Scholarship

2003 – *Scholarship Winner, awarded for 15 academic excellences – STISI Telkom*
2004 – *Nominees of Best College Student for West Java Private University*
2005 – *Best Top Three Graduated University Student – STISI Telkom*

AWARD

Top Ten of LinkedIn's Most Enganged Marketers in Indonesia 2015

<http://swa.co.id/business-strategy/marketing/pemasar-lokal-jempolan-di-linkedin-siapa-saja>
<http://www.pcplus.co.id/2015/12/berita-teknologi/inilah-10-pemasar-indonesia-yang-paling-aktif-di-linkedin/>
<http://www.indopos.co.id/2015/12/linkedin-umumkan-daftar-the-most-engaged-marketers-di-indonesia-tahun-2015.html> <http://www.indotelko.com/kanal?c=pi&it=10-Pemasar-yang-aktif-LinkedIn>

Achievement

2009 – Develop new business of Sharp Electronic which is Bottom Load Water Dispenser, 5000 unit/month, 12,5 Billion/month and keep increasing, Electronic City Award on 2014 (D.Mgr Marketing at Sharp Electronic)
2004 – Annual Order from Toshiba for PCB Product, 1.500.000 set/year @Rp.30.000/pcs, 45 Billion in Total (Industrial Marketing Manager at Jababeka)

Working Experiences

2015 Apr – present

: **PT FOODVENTURIA INDONESIA**
Chief Executive Officer (Rp. 35.000.000 THP)

Job Description

1. Responsibility of management and day to day operations of company
2. Set company direction annually and monthly progress review and evaluation in accordance to company strategy, vision and mission
3. Bring, promote and expand foodventuria brand as a new lifestyle family brand in Indonesia
4. Direct marketing & sales team to achieve company turn over annual based and monthly based

5. Formulate the near future challenge and well program of the company
6. Manage the human resources with competitive package as human capital bases to develop company
7. Manage operations dept to support and improve company daily, monthly and annual activities.
8. Direct IT & Design Dept to present the best technicals & visual to promote foodventuria brand
9. Cooperate with event dept to generate creative events for foodventuria campaign
10. Monitoring organization business plan and financial condition of company

2013 Dec – 2016 Jan

: **PT JABABEKA INFRASTRUKTUR**
Industrial Marketing Manager
(Rp.17.500.000 + incentive Rp.20.000.000)

Job Description

Bridging industrial manner to manufacturer and part/component supplier to provide what they need to accelerate production line from automotive part, electronic part, metal, plastic, steel etc.
 Prospect for potential new clients from industry and turn this into increased business.
 Meet potential clients by growing, maintaining, and leveraging network.
 Identify potential clients, and the decision makers within the client organization.
 Research and build relationships with new clients.
 Set up meetings between client decision makers and company's practice leaders
 Participate in pricing the solution/service.
 Handle objections by clarifying, emphasizing agreements and working through differences to a positive conclusion.
 Present new products and services and enhance existing relationships.
 Work with technical staff and other internal colleagues to meet customer needs.
 Arrange and participate in internal and external client debriefs.
 Attend industry functions, such as association events and conferences, and provide feedback and information on market and creative trends.
 Present to and consult with mid and senior level management on business trends with a view to developing new services, products, and distribution channels.
 Identify opportunities for campaigns, services, and distribution channels that will lead to an increase in sales.
 Using knowledge of the market and competitors, identify and develop the company's unique selling propositions and differentiators.

2013 May - Dec

: **PT DAIKIN APPLIED SOLUTIONS INDONESIA**
Manager Marketing (Rp. 16.000.000 + bonus)

Role Summary

To be responsible for developing and maintaining HVAC marketing strategies to meet agreed company objectives.
 To evaluate customer research, market conditions, competitor data and implement marketing plan alterations as needed.
 To oversees all marketing, advertising and promotional staff and activities.

Responsibilities

Responsible for the marketing of company products of HVAC and services to the right market of B2B.

Demonstrate technical marketing skills and company product knowledge.

Develop an annual marketing plan in conjunction with the sales department. This should detail the year's activity to meet agreed company objectives.

Budget management. To deliver all marketing activity within the agreed budget.

To direct marketing staff where budgets are devolved.

To manage all aspects of print production, receipt and distribution.

To achieve frequent, timely and positive media coverage across all available media.

To managing the entire product line life cycle from strategic planning to tactical activities.

To conduct market research in order to identify market requirements for current and future products.

To develop and implement a company-wide plan to push product, working with all departments for its execution

To analyse potential strategic partner relationships for product lines.

Relationships and Roles:

To demonstrate the ability to interact and cooperate with all company employees.

To build trust, value others, communicate effectively, drive execution, foster innovation, focus on delivery to customers, collaborate with others, solve problems creatively and demonstrate high integrity.

Maintain professional internal and external relationships that meet company core values.

2009 Jul – 2013 Apr

: **PT SHARP ELECTRONICS INDONESIA**

(*Electronic Manufacture*)

Dep.Manager Product Marketing & Planning (Rp. 9.000.000)

Global Duties

Planning, manage & execute national Home Appliance product concept, product roadmap and product brand strategy.

Detail Duties

1. Planning, manage & execute market research including manage gfk & emc data, market visit, attend international & national trading fair, interview with dealer and salesforce, customer home survey, focus group discussion, product benchmarking and web survey.
2. Manage confirmation & adjustment of market research data to product design dept to develop styling, minor change,spec development & visual improvement which meet local customer requirement.
3. Manage production concept, meeting coordination with production engineering including preparing approval authorization sheet, cost calculation, price strategy, finalizing product specification, material calculation, production schedule, manage DR meeting, prepro and masspro meeting, prototype review and decision for shipout meeting.
4. Manage product promotion tools such as POP (Point of Promotion) and Sales Talk coordinated with Promotion Dept.
5. Manage product knowledge and product training to branches and dealers before or after launch.
6. Manage business meeting with modern dealers and traditional dealers for increasing sales and expand market.
7. Manage OEM product for local fit market from conducting research, decide category, define supplier (local or overseas OEM factory), monitoring product development, finalizing specification,

standardizing quality coordinated with QC dept, prepare price structure & FOB, review prototype, develop marketing strategy, product knowledge and training to branches & dealers, launch & roadshow promotion.

8. Manage concurrent product planning support team (25 members) by conducting monthly meeting for discussing new trend of market, latest product and internal new product point survey.

2006 April – 2009 June

: **PT KAWASAKI MOTOR INDONESIA**
(*Automotive Manufacture*)

As **Supervisor Marketing Promotion (Rp. 5.000.000)**

Main Duties

1. Create marketing strategy of current & new product
2. Market Research & Data Analyst
3. Manage new product concept
4. Customer Trend Research & Survey
5. Manage product portfolio & roadmap
6. Improve marketing tools ex roadshow, website, brochure
7. Kawasaki Asia Regular Meeting in Bangkok

2004 august – 2005 may

: **PT LEN INDUSTRI (*Electronic Industry, Public Company*)**

As **Engineering Staff (Rp. 2.000.000)**

Main Duties

Redesign “**Battery Box- Solar Home System** ” : Sketching, Rendering, Drafting, Digital Modelling, Prototyping & Presentation by Design Consideration of Moulding Manufacture Ability.
Redesign “**Solar Satellite Public Phone**” : Sketching, Rendering, Drafting, Digital Modelling & Prototyping

References

- Mr. Dadang Haedar , Div. R&D PT. INTI (Industri Telekomunikasi), Bandung, 022 – 5201501 ext. 4609
- Mr. Petrus Tribakti, *Power Engineering*, PT. LEN INDUSTRI Tbk, Bandung, 022 – 5202682 ext. 176
- Mr. Odink Kadarisman Kadarisman, Kepala Balai Pengembangan Kemitraan & Pelatihan Tenaga Kepariwisata, Dinas Budaya dan Pariwisata Jawa Barat, 022 – 4265480
- Mr. Ali Sumara El Khomeiny, Ketua Umum PAS ITB 21st period, Bandung, 022 – 2503645
- Mr. Ageng Kirdjo Putro, Outlet Business Developer, PT. EDWARD FORRER, Bandung 022 – 4264479, 4204895
- Mr. Freddyanto Basuki, Manager Marketing & Research Development Dept, Marketing Division, PT. Kawasaki Motor Indonesia, Jakarta, 021 – 4523322 ext. 310
- Mr. Nobutoshi Kita, GM Marketing Product Planning Div. PT Sharp Electronics Indonesia. Telp 021-46952456.
- Mr. Peter Chan Ngai Choong, President Director PT Daikin Applied Solutions Indonesia. Telp 021 79192468
- Mr. Pascall W, General Manager of Rescomm & Industry PT Grahabuana Cikarang a group of PT Jababeka Tbk Telp. 021 8934580
- Mr. Moch Iqbal, Chief Marketing Officer, PT Foodventuria Indonesia