

ANDRI HERUMURTI

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BUSINESS DEVELOPMENT PROFESSIONAL ✦ Channel Management *Product Management ✦ ACCOUNT MANAGEMENT ✦ Project Management*

Dynamic and motivated Business Professional with a proven track record of top-notch sales performance, excellent managerial skills and an ongoing commitment to delivering outstanding customer service. Extensive background in building and leading integrated sales operations for global organizations. Exceptional ability to create and implement innovative marketing strategies that significantly contribute to bottom-line revenue and profitability. Academic qualifications include degrees in Financial Management and Informatics Engineering. Accustomed to working in fast-paced and deadline-driven environments, consistently functioning at a high level working independently or as part of a collaborative team effort.

CORE COMPETENCIES

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|--------------------------------------|--------------------------|---------------------------|
| ▪ Lean Company/Manufacturing | ▪ BTL Planning/Execution | ▪ Demand Forecasting |
| ▪ Matrix Organization | ▪ Account Management | ▪ Cash Flow/Expenses |
| ▪ Project Management/Solution Design | ▪ Channel Development | ▪ Budget Management |
| ▪ Online store management/E-Commerce | ▪ Logistic/Shipment | ▪ SEO/SEM/Event Promotion |

EDUCATION

Digital Marketing Institute Ireland: 2016

P. Dipl – Digital Strategy & Planning

STIE Malangkuçęwara Malang: 2008

Magister of Management - Financial Management

Universitas Surabaya: 2003

Informatics Engineering

PROFESSIONAL EXPERIENCE

Netpoleon Solutions - Indopoleon Technology ✦ Singapore and Jakarta, Indonesia ✦ 2013 - Current **General Manager - Business Development Director**

- Establishing it as a legal entity in Indonesia and fully developed the organization including recruiting employees, building the infrastructure (office, warehouse and training center) and mapping out all business processes.
- Create and implement impactful marketing plans designed to maintain and increase existing business and also to capture new opportunities.
- Responsible for the P&L and the overall performance of e-Commerce business including growth, revenue and margin targets. Managing the online customer acquisition, retention and loyalty programs.
- Manage all aspects of sales, operation, technical and financial departments, ensuring success of functional objectives by setting clear objectives in order to maximize individual, divisional and departmental performance.
- Create a positive customer experience while educating prospective clients on different products and services; utilize comprehensive product knowledgebase to promptly address all inquiries.
- Direct all B2B sales efforts in addition to retention efforts; maintain compliance with Indonesian government policies and procedures.

Trend Micro Inc. ✦ Jakarta, Indonesia ✦ 2012 - 2013

Business Manager

- Worked closely with channel / account reps to penetrate Enterprise and Government accounts, presenting company solutions and services to current and potential clients to increase sales revenue and achieve key business objectives.

- Coordinated company staff to accomplish the work required to close sales, managing account services through quality checks to identify and resolve client concerns.
- Utilized well-developed written communication skills to prepare a variety of status reports including activity, closings, follow-up, CRM updates and revenue forecasts.
- Devised and communicated new solutions and service opportunities to appropriate company staff regarding special developments, information or feedback gathered through field activity.

Paperetire Indonesia ✦ Jakarta, Indonesia ✦ 2009 - 2012

Business Manager

- Responsible for the performance, profit and loss, compliance and communication of the business
- In charge of the day-to-day running of the business
- Managing the online customer acquisition, retention and loyalty programs; Establishing integrated marketing plans to ensure targets are achieved for average order size, conversion and traffic goals.
- Led integration of innovative video content, social media content and blogs enhancing consumer engagement
- Marketing strategy mix included email, PPC, social and SEO
- Reviewed web analytics, developed recommendations for store/campaign optimization, and implemented these recommendations directly.

M.Tech Products ✦ Jakarta, Indonesia ✦ 2008 - 2009

Product Manager

- Guided the efforts of a team charged with a product line contribution, from increasing the profitability of existing products to developing new products for the company.
- Responsible for a large sales increase of 150% in 2009 for Bluecoat.
- Recognized as the Best Product Manager Candidate for 2008.
- Increased rank of PT. M.Tech Products from third-level distributor to become first-level distributor for Bluecoat.
- Define product specifications/features based on my industry experience as well as contact with customers.
- Fair and un-biased towards any CAM and Reseller
- Channel all Sales Queries to Principals
- Directly responsible for lead generation and follow-up and arranging and coordinating principal itinerary for both end-user and channel / reseller.
- Continuously exhibit professional product knowledge while training and advising CAMs in all aspects of selling the product.
- Effectively managed pricing, margin and discount issues, demand generation, collateral and event management, serving as lead spokesperson, when necessary.

Berca Hardayaperkasa ✦ Surabaya - East Java, Indonesia ✦ 2006 - 2008

Business Representative/Account Manager - East Java Region

- Consistently achieved individual and team targets while developing and employing highly-effective market-specific selling strategies to quickly move products and services.
- Demonstrated outstanding interpersonal skills to successfully maintain relationships with customers, suppliers and principals.
- Coordinated, scheduled and ensured project implementation timelines outlined by customers and suppliers and principals.
- Made quotations and negotiated with approval matrix/company policy; prepared contracts for products or solutions and presented them in a timely manner to allow for quick closing.

Güntner Indonesia ✦ Pasuruan - East Java, Indonesia ✦ 2005 - 2006

Head of IT Sub Department Hardware and Telecommunication

- Manage all PC, server, network and telecommunication operations as well as planning and budgeting for computer software and hardware purchases.
- Directly responsible for a number of technical processes to include:
 - Audit systems, software and hardware.
 - Migrate Active Directory server, mail server from Microsoft Exchange to Open Exchange.

- Restructure network.
- Credited with creating a Call Center for the IT Department and the IT workshop room. My efforts earned recognition as “The most creative employee of the month”.

Additional Experience

Universitas Surabaya, Surabaya - East Java, Indonesia: 2000-2003, Server Administrator

ADDITIONAL CREDENTIALS	
TECHNICAL SKILLS	Microsoft Office, Windows, Linux, E-Commerce (Magento, Prestashop), IT Infrastructure, ITIL.
CERTIFICATIONS	<ul style="list-style-type: none"> ▪ Certified Information System Security Professional (CISSP) ▪ Qualified Ecommerce Fraud Investigator (QEFI) ▪ VMware Sales Professional ▪ VMware Technical Sales Professional ▪ Hitachi Data Systems Qualified Sales Professional ▪ Bluecoat Certified Proxy Professional (BCCPP) ▪ Red Hat Partner Virtualization Certified Salesperson ▪ Red Hat Partner Platform Certified Salesperson ▪ Red Hat Partner Middleware Certified Salesperson ▪ F5 Sales Accredited Professional ▪ F5 Accredited Technical Sales Professional ▪ Cisco Sales Expert ▪ Microsoft Advertising Accredited Professional
ORGANIZATIONS	Marketing club, Asosiasi E-Commerce Indonesia (idEA)
LANGUAGES	Fluent in English and Indonesia
INTERESTS	Music, Movies

References Available Upon Request

