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EXPERIENCES

PT. Oracle Indonesia

Nov 13 – Present

Senior Sales Manager – SaaS ERP/EPM/SCM

Jun 13 – Present

- Focus on selling Oracle Applications Cloud (ERP, EPM, SCM) to existing customers and prospecting for new customers in the assigned territory.
- Assess market opportunities and develop territory plan to meet revenue objectives.
- Work with other Oracle sales teams (Fusion Middleware, Systems, Industry and Technology) to identify opportunities for Oracle Applications. Create value for these teams by proactively proposing solutions to increase deal value, Oracle differentiation, and increase customer benefits.

Senior Sales Manager – EPM/BI

Nov 13 – May 16

- To sell Hyperion/Enterprise Performance Management (EPM), Engineered System (Exalytics) and Business Analytics (Oracle Essbase, Oracle Business Intelligence Foundation Suite) to prospective and existing customers for the Indonesian market
- Lead the EPM sales cycle from proposal stage through contract execution.
- Collaboratively work across internal Lines of Business and Partners to achieve objectives.
- Focused on client success and developing long term business relationships.

ACCA (Association of Chartered Certified Accountants)

Jan 13 – Oct 13

Business Relationship Manager - Corporate

- To directly contribute to growth in ACCA's reputation, influence and size globally through the local delivery of ACCA's strategy
- To support effective key account management with corporations, that clearly differentiates ACCA from its competitors.
- To work on the various project teams as required in developing and delivering a sector specific global strategies
- Perform face-to-face communication, presentation and build relationship with Chief Financial Officer (CFO), Chief Internal Auditor (CIA), Managing Partner and Deputy Minister (Wamen) of major corporations, accounting firms and government agencies.

Accomplishments:

Within less than six months, already contribute to growth of ACCA through effective key account management at VP to C-Levels (Finance, Audit, Partner, Deputy Minister) of the following clienteles to name a few:

- Government: Ministry of Finance, OJK (Indonesia Financial Service Authority), BKPM (Indonesia's Investment Board), Indonesia EximBank, Pelindo 2 (Indonesia's Port Authority), Bank Indonesia, etc,

- Finance: Permata Bank, HSBC, Saratoga Capital, Bank Ekonomi, KPMG, BDO, BCA, PricewaterhouseCooper, Deloitte, Mazars, Syailendra Capital, Bank of America, BII Maybank, CIMB Niaga, Citibank, etc.
- Others: Unilever, ConocoPhillips, Rolls-Royce, Astra International, ZTE, Huawei, Telkom, Telkomsel, Protelindo, Lippo Group, Garuda Airways, etc.

PT. IBM Indonesia

Mar 10 – Dec 12

Senior Sales Service Representative – Telco/Mid-Market Sector

- Developing an effective account plan and are responsible for revenue, payment milestone and customer satisfaction.
- Identify and prioritize opportunities, develop solution strategies and engage in consultative solution selling. Develop solution and proposal covering services as follow:
 - Data Center: cloud computing consulting, design/construction for data center and leveraging third party solutions/partnerships such as APC, VMWare, Emerson, Oracle DB, etc.
 - Network: consulting, implementation and leveraging third party solutions/partnerships such as Cisco, Juniper, F5 Networks, Arbor Networks, Symantec, etc.
 - Business Continuity Resiliency Services (BCRS): consulting, data recovery, co-location, etc.
 - Managed Services (MS): provide consulting /solution for outsourcing/managed services covering IT infrastructure, support, help desk, labor, warranties, service levels, management of third parties solution, etc.
 - Cloud Computing
- Prepare, plan and execute an effective coverage strategy and maintain effective long-term business relationship with key decision makers/influencers.
- Participate on a cross-functional team environment.
- Opportunity Owner responsibilities and scopes of works,
- Telco Sector covered customers such as Telkomsel, Telkom, Indosat, XL Axiata, SmartFren, Axis Telekom and BakrieTelecom.
- Mid-Market covers more than 300 customers such as L'Oreal, Maybank Syariah Bank, ExxonMobil, Lembaga Penjamin Simpanan (LPS), Wana Arhta Life, Summit Oto, General Motors, Bank of America, HSBC, TransTV, TransTujuh, Metrotvnews, etc.

Accomplishments:

- Achieved quota target exceeding more than 300% for 2010 with closing of USD 12M for MS for DC of Garuda Indonesia.
- Achievement for Telco Sector 2011: USD 2.5MM covering IT Infrastructure solution on Telkomsel ESB SOA and USD 300K for Business Resiliency Consulting at Axis Telekom; in 2010, achievements were for Telkomsel Performance Management Solution (PMS), Indosat CISMA, etc.
- Projects participated in Telco Sector 2010-2011: Indosat Public Cloud, Telkomsel CRM & IPCC, XL VAS Managed Services, Telkomsel OSDSS, Telkomsel OSS, XL Public Cloud, Telkom Public Cloud, etc.
- Achievement for Mid-Market 2012 worth around USD 2.2MM covered projects such as MS IT Infrastructure Data Center for Andalas Media, MS Data Center for L'Oreal, MS IT Infrastructure for Pacific Health, etc.
- Hundred Percent Club (HPC) for 2010 and 2011

PT. Huawei Tech Investment

Jul 08 – Mar 10

Account Manager

- Responsible for overall relationship with customers, interacting at CXO, GM and VP levels
- Maintain good understanding of customers' requirements and current market information.
- Involved in all activities to ensure the establishment of company's brand.
- Explore opportunities to achieve sales targets with pre-sales, project and other teams.

- Proactively deliver new sales opportunities into existing customer's portfolios.
- Responsible for credit collection with Finance team.

Accomplishments:

- Achieved revenues over US\$ 85M managing account across numerous offerings including Application & Software (A&S), GSM (2G/3G) Solutions, Core Networks, VAS, Terminals, Antenna and Power Solutions
- Managed account revenues of US\$145M for GSM/UMTS Solution with US\$52M from Software - 2008
- Attained increase in GSM/UMTS market share from 28% to 37% through swap and expansion projects
- Developed and championed new Services opportunities for VAS, Terminal and A&S increasing service revenues by 10%
- Attained growth on new products/solutions for 2009 by obtaining projects for VAS: Mobile Newspaper Service, MMSC, SMSC; and Terminals: 3G Data-cards
- Specified strategy and analysis on success of swapping competitors' network presence.
- Successfully maintained achievements for Cash-In/Collections of Accounts
- Cross-sold Power / Antenna Solutions for increased Network Scalability
- Received Best New Employee Award – 2008

PT. Supra Primatama Nusantara (BIZNET)

Jan 07 – Jun 08

Carrier Relationship Specialist

- Management of domestic and international ISPs, Telco and Carrier's accounts such as PCCW, Starhub, Singtel, Tata, BT, Axisworld, etc.
- Single Point of Contact (SPOC) for all technical and commercial requirements with respect to relations with other telecommunication carriers for circuits, data and other managed services.
- Conduct negotiations with domestic and international ISPs, Telco and Carrier for interconnection as well as launch of new products and services.
- Continuous efforts for developing new business relationships, retaining existing partners and growth of traffic volumes and revenue.
- Monitoring of traffic flows, analysis of settlement rates and tie-ups for launch of ISPs, Telco and Carrier services and products.

Accomplishments:

- Acquired largest sales account by obtaining business relationship with PCCW Global for IPLC P2P Connection worth more than US\$ 800K.
- Increased revenue by 20% obtaining new accounts for Local Loop/Lease Line solutions, including Pasifik Satelit Nusantara (PSN), Radnet, Bitnet, IndosatM2, NTT Indonesia, etc.
- Built and maintained new relationships with overseas carriers such as Singtel, Reliance, Expereo, BT Global Service, SoftBank and Virtella Penetrated in obtaining account from Axisworld for IP Transit and Lease-Line services – worth individually around US\$60K.

PT. Korea Telecom Data Media (KTDM)

Sep 04 – Oct 06

Joint Operation w/PT. Indosat Mega Media Jakarta, Indonesia

A sister company of Korea Telecom Data Corp. domiciling in Seoul, South Korea for business in Indonesia for construction and marketing of IT Services through the HFC Networks under a joint operation scheme with PT. Indosat Mega Media (IM2).

Marketing Manager

Sep 05 – Oct 06

Managing and coordinating the Marketing Division with support of four staff members. Focused not only on the marketing aspect of the business, but also other tasks; comprehensively they are:

- Developed, planned and coordinated marketing/promotional strategies related to product and services
- development, integrated marketing communication scheme, budgeting and sales forecasting.

- Acting legal advisor and negotiated partnership deal with PT. Indosat Mega Media (IM2) for joint operation agreement related to matters such as Network Roll-Out Plan, Site Acquisition, Revenue Sharing Scheme, Ownership/Transfer, etc.
- Coordinated and negotiated partnership deals with real estate developers and other third parties; which enable exclusive incentives henceforth providing effective route for market penetration.
- Developed, planned and implemented comprehensive business process schematics, Billing and CRM Systems.
- Developed and handled B2B/Corporate Sales.
- Formulated compensation scheme and training materials for sales teams.

Marketing & Sales Supervisor

Sep 04 – Sep 05

- Defined strategy for and developed, executed and managed comprehensive marketing and business plans.
- Developing a wide range of marketing and sales tools such as promotional materials, telemarketing, point of sales, etc.
- Planned and carried out market research and survey.
- Prepared business process outflow related to billing procedures, customer service, outsource agency management and management information system.

Accomplishments:

- Developed and completion of Main-Frame Contract with Indosat Mega Media (IndosatM2) for Built-OperateTransfer (BOT) scheme.
- Set up Point-of-Sales (POS) for marketing of services and as a Hub under the IndosatM2 brand.
- Obtained partnership with various developers within cluster areas such as with Kota Wisata, Legenda Wisata, Raffles, Pantai Indah Kapuk, Pesona Khayangan, Summarecon, etc.
- Supervised on completion of network roll-out within clusters based on Fiber-Optic technology.
- Developed business plan for presentation and obtaining investment from external parties: Korea Telecom, Hanaro Telecom and Hyundai Home Shopping Networks.

PT. Spartan Nusantara Manager

Feb 02 – Feb 03

- Oversaw general administrative, financial and marketing issues.
- Coordinated, developed and implemented marketing and sales strategies as a distributor for Hahn Shin Corp. and LKH Production, Ltd (animation house from South Korea) designed for market penetration and brand awareness.

Accomplishments:

- Successfully established agent appointment agreement as sole distributor in Indonesia for distribution of animated series from Hahn Shin Corp and LKH Production, Ltd.
- Generated awareness for Korean animations from establishing relationship with national television networks and various advertising agencies.

American Express Bank, Ltd. MIS & Reporting

Feb 98 – Oct 01

- Assisted Finance Manager in preparation, planning and coordination of annual budget and forecast.
- Provided monthly financial summaries, reports and MIS supports to all profit and costs centers in preparing, budgeting and analyzing daily, weekly and monthly reporting analysis.

- Prepared and coordinated with head office on MIS supports related to credit risk exposure, securities analysis, derivative analysis, quarterly and yearly schedules, foreign exchange revaluation, etc.
- Provided MIS support to trade financing regarding incomes for fees, interest and commission.
- Reviewed and reconciled daily nostro, BI and suspense accounts.

Accomplishments:

- Defined risk exposure analysis for NPL customers in collaboration with IBRA (Indonesia Banking Restructuring Agency) parameters.
- Provided support for system integration on new ERP.

EDUCATION / TRAINING / AWARDS

Master Art (MA) – Economics

1996 – 1997

San Jose State University San Jose, California, USA (Incomplete)

Major courses: speculative market, banking, advance micro-economic and macro-economic analysis.

Bachelor Science (BS) – Finance

1994 – 1996

California State University, Fresno Fresno, California, USA

Major courses: management information system, speculative analysis, business forecasting, international finance, real estate principles and economics, seminar business strategy.

AWARDS

Best New Employee Award – 2008

Languages

Indonesian (Native)

English (Fluent)