

BAYU HARYO PANGESTU



PERSONAL INFORMATION

- Address : Jl Pinang Kalijati No. 3 Pondok Labu, Cilandak, Jak-Sel 12450
- Phone / Cell Phone : +62 812 85000344 / +6221-7664611
- E- Mail Address : b4yu2000@yahoo.com
- Place, Date of Birth: Jakarta, May 6th , 1982
- GPA : **3.52 – University of Indonesia**
- Current Position : Head of CRM Group at Karma Royal Group (GM)


QUALIFICATIONS

- Advanced in automotive business planning & product planning.
- Experienced in managing automotive premium brand
- Strong leadership quality and exposure in senior management role
- Expertise in developing Marketing Plan, business forecasting & projection
- Expertise in Sales & Marketing operation
- Advanced in Marketing Research (ability to conduct high level research)
- Have an excellent quantitative skills and strong conceptual framework
- Expert in Customer Relationship Management (CRM) and database marketing
- Thorough understanding in Automotive Market
- Area of expertise : Sales & Marketing Planning, Product Planning, Brand Management, CRM, Marketing Research and Marketing Communication

EDUCATION

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|---------------|---|
| ▪ 1988 - 1994 | SDI Al Izhar Pondok Labu, Jakarta Selatan |
| ▪ 1994 - 1997 | SMPI Al Izhar Pondok Labu, Jakarta Selatan |
| ▪ 1997 - 2000 | SMU Negeri 34 Jakarta Selatan |
| ▪ 2000 - 2005 | University of Indonesia , Bachelor Degree majoring Mechanical Engineering (UMPTN passed) |
| ▪ 2007 – 2009 | University of Indonesia , Master Degree in Marketing Management(Scholarship) |

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CURRICULUM VITAE

COURSES/TRAINING/SEMINAR

- Campaign planning workshop by Wunderman (Young & Rubicam)
- A Series of CRM Training by Wunderman (Young & Rubicam)
- Automotive Fleet business training by Wunderman (Young & Rubicam)
- Leadership workshop by Ford Motor Company
- Brand Executive Course by Markplus Institute of Marketing
- Marketing Research Course held by PPM
- Sales Management Training by Mitsubishi Motors
- Mitsubishi STEP-1 Automobile Training by Mitsubishi Motors

LANGUAGES

- English: Active (TOEFL Score : 603; IELTS : 6.5) ; Japanese : Level 1


COMPUTER SKILLS

- CRM Software : Siebel/Oracle, SAP, SugarCRM, SuiteCRM, Microsoft Dynamics
- Research software : AMOS 6.0, LISREL , SPSS

WORK EXPERIENCES

- Head of CRM Group at Karma Royal Group (Current)
- Dept. Manager – Digital Marketing & CRM at PT. Mercedes-Benz Indonesia (2013 - 2015)
- General Manager Sales & Marketing at Ducati Indonesia (2013 – 2013)
- Dealer Development Head (GM Level) at PT. TC Subaru (2011 – 2013)
- Marketing Planning & Dealer Development Manager at PT.Kia Mobil Indonesia (2009 – 2011)
- Account Manager/FBC Manager at PT.Ford Motor Indonesia (2008 – 2009)
- Planning and Promotion Officer of Part sales dept. at PT. Kramayudha Tiga Berlian Motors, Authorized Sole Distributor of Mitsubishi Motors (2005 – 2007)

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JOB ROLE AND RESPONSIBILITIES (Karma Royal Group)

- Senior Management Role with a Global Focus
- Manage the group CRM Solution, and the Digital Marketing and CRM Teams
- Manage the process for handling all data leads through the CRM
- Analyzing all data in the CRM – providing recommendations to key stakeholders
- Ability to understand and solve diverse business problems
- Build relevant brand campaigns that further enhance the loyalty offering. Increase personalization; integrate recommendations and retargeting features cross-channel. Member/Guest activation, reactivation and retention.
- Utilize customer data to create an effective and efficient target marketing strategy.
- Work alongside our global resorts and stakeholders to share solutions.
- Implementing targeted marketing campaigns.
- Managing and developing exceptional EDM's and business newsletters.

JOB ROLE AND RESPONSIBILITIES (Mercedes-Benz Indonesia)

- Setting up digital marketing infrastructure for Mercedes-Benz Indonesia
- Utilize the various multi-channel mix to contribute on sales & marketing funnel enhancement.
- Establish a strategic digital marketing & CRM plan and monitor the execution.
- Assure the brand image & awareness improvement through new generation communication channel mix.
- Disseminate the digital marketing & CRM plan execution to the dealerships.
- Enhance the customer/prospect database for Mercedes-Benz Indonesia.
- Revamp and enhance the customer acquisition and loyalty rate
- Develop customer/consumer segmentation model for Mercedes-Benz Indonesia.
- Generate consumer insight and trending information through market study and real-time research
- In-charge for marketing research project of Mercedes-Benz Indonesia
- Identify new opportunity in the market by conduct market research (ad hoc or project based).

JOB ROLE AND RESPONSIBILITES (Ducati)

- Expand Ducati business growth in Indonesia
- Set up the policy and managing Sales & Marketing Division
- Establish a strategic marketing plan and monitor the execution
- In charge for Ducati brand development and market presence
- Responsible for Ducati sales performance and build a strong sales network.
- Lead the sales department and accomplish the revenue target
- Liaise with Ducati APAC (Principal) with regard to oversee Indonesia operation.

JOB ROLE AND RESPONSIBILITES (TC Subaru)

- Lead the Subaru business growth and expansion in Indonesia
- Lead the market analysis & product planning for Indonesian market
- Set up the policy for dealers business operation
- Achieve agreed sales volume for Subaru dealers in Indonesia
- Develop sales & marketing program initiative to support retail sales achievement.
- Manage the dealership operation and support dealer to sell more vehicle.
- Appointing dealers in each respective market area.

JOB ROLE AND RESPONSIBILITES (Kia Mobil Indonesia)

- Provide an insight and analysis for market by utilizing primary or secondary data
- Develop marketing plan, positioning strategy, recommendation, and KPI metrics
- Develop sales & marketing program initiative to support retail sales achievement.
- Control and evaluate company's marketing success metrics
- Identify new opportunities in the market by performing marketing research
- Provide an analysis of product competitive intelligence and consumer mapping
- Act as a company main source of marketing insight and decision making tools
- Develop and establish improvement plan for KIA dealer network
- Guarding the standardization of KIA dealers in terms of CI, visual identity, operational procedure, and business process.

CURRICULUM VITAE

- Responsible for Kia Dealer Enhancement Program (K-DEP) and report directly to KIA principal in Korea.
- Establish a dealer mapping report and provide strategy recommendation
- Develop and establish company's system for learning organization


JOB ROLE AND RESPONSIBILITIES (Ford Motor Indonesia)

- Develop fleet and retail marketing communication plan in line with agreed strategy which achieve business and marketing objectives (ATL&BTL)
- Utilize marketing data and insights to develop programs and initiatives that exploit business growth and relationship building opportunities
- Develop and enhance the customer segmentation model (establish database)
- Ensure 'best practice' CRM is delivered at every level of interaction within the business.(Responsible for customer retention rate and acquisition rate)
- Acquire qualified prospects through multiple channel & program, manage hot leads and monitor the sales conversion rate to ensure sales target delivered.
- Plan, execute and monitor 'multi-channel' marketing campaign.
- Conduct an ad hoc and regular data mining to identify consumer insights
- Develop, plan, manage and monitor day to day CRM project progress (including BTL communication program)
- Support GM to provide strategic planning to drive the business achieve growth

JOB ROLE AND RESPONSIBILITIES (Mitsubishi Motors)

- Plan and develop sales promotion program for Mitsubishi parts and lubricants.
- Plan, coordinate and control promotion event for Part sales dept. (Gala dinner, gathering, Motor show, Training, Seminar, etc.)
- Liaise with supporting artists, supplier and event organizer for BTL event project
- Prepare report for BTL event project evaluation.
- Provide an analysis of monthly sales report for Mitsubishi Motors management.
- Liaise with 3rd party and vendor for POS material and merchandise production
- Distribute POS and promotion material to dealer network across nation.

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ACHIEVEMENT & ACCOMPLISHMENT

Ducati

- Triple Ducati Indonesia Sales/month in less than 6 month.
- Successfully synchronize sales & marketing initiative to support brand building and sales at the same time.
- Set the Ducati brand presence in a whole new standard.
- Successfully put the strategic marketing foundation for Ducati business growth.

Subaru

- Successfully expand Subaru Business in Indonesia
- Establish 10 dealers for Subaru to achieve significant business growth in less than 1 year (market penetration).
- Successfully set the foundation for Subaru in Indonesia by establishing lean business process operation and dealership standard.
- Set up the backbone of Subaru in Indonesia through a product planning & market analysis process for Subaru XV.

KIA

- Successfully enhance KIA brand image in Indonesia through strategic marketing campaign and product planning.
- Increase KIA sales to 100% growth in 2010 and 60% growth in 2011 by impactful sales & marketing program.
- Successfully upgrade KIA dealers standard by running Kia Dealers Excellence Program (K-DEP).

PROJECTS / CAMPAIGN (SELECTED)

- Mercedes-Benz Indonesia Marketing Research Project
- Mercedes-Benz digital marketing revamp project
- The All-New CLA-Class Launch Campaign
- The All-New S-Class Launch Campaign
- C-Class Tactical Chinese New Year Campaign
- Mercedes-Benz Market Study Project
- Mercedes-Benz segmentation study
- Mercedes-Benz e-Newsletter project

CURRICULUM VITAE

- Subaru XV Product Planning
- KIA Dealer Excellence Program (K-DEP)
- KIA Dealership KPI Evaluation Program
- KIA All-New Sportage Launch Campaign (consumer engagement program)
- KIA Mobil Indonesia Computerized/automated business process project (Project Leader for Marketing Div.)
- KIA All New Picanto Product Planning
- Kia All New Rio Product Planning
- Kia All New Sportage Product Planning.
- KIA Lucky Drive to Australia Campaign
- KIA Mobil Indonesia website revamp project.
- KIA Picanto Consumer marketing research project.
- New Ford Ranger & Everest Launch 2009 (CRM, Event, Digital campaign)
- New Ford Focus Launch 2009 (CRM, Event, Digital campaign)
- New Ford Escape Launch 2008 (CRM & Digital campaign)
- Ford-Indonesia International Motor Show 2008 CRM Program

MASTER DEGREE THESIS

The effect of Perceived After-sales Service Quality Toward Customer Retention in Automotive Business: A Research in Ford Motor's Dealer in Jakarta

OTHER CREDENTIALS

- Speaker at SES Asia digital marketing conference 2014
- Speaker at SES Asia digital marketing conference 2015



Mercedes-Benz



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