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**Rinovandi Kusumah**

**Current Address**

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Indonesia

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**Personal Particulars**

Date of Birth : November 14, 1967

Nationality : Indonesian

Gender : Male

Marital Status : Married with 3 dependent.

Religion : Moslem

**EDUCATION**

* 1986 – 1995 Parahyangan Catholic University, major in Business Administration

**OTHER QUALICATIONS**

* Good command both in English and Bahasa.
* Computer ability in Microsoft Windows, Ms Office
* Ability to make decisions, contributes creative ideas and strong leadership plus excellent interpersonal skills.

**EMPLOYMENT HISTORY**

1. November 2005 – Present **Rima Ardhya Kusuma PT, Jakarta**

***General Manager***

Business:

General Trading & Investment

Responsibilities:

* 1. Developed a new management strategy to strengthen company image.
  2. Generates action plans, prepares budget and allocates and controls in order to achieve target revenue, and profit targets as well as ensures company integrity.
  3. Manages the division financial aspect. Plans with all direct reports on the profit and loss of division and reviews action plans for the immediate action in order to protect the financial interest of the company.
  4. Involved in day to day activity to assure the investment.

Assignment

* Brand Activation : XCOM, Creasi and ErImaji (2005 – 2015)
* Trucking & Distribution : Arti Guna Mandiri (2011 – 2015)
* Fertilizer : Nagawa Daya Sejahtera ( 2014 – Present)

Achievement

* Listed as Unilever vendor and appointed as their Consumer Activation Program
* Earned 15% above target margin while involved in investment project at Brand Activation and Trucking and Distribution whort IDR 54 billion

1. May 2008 – May 2009 **Shell Indonesia, PT, Jakarta**

***Sales & Operation Territory Manager***

*(Report to General Manager)*

Product:

Gasoline (Down Stream/Retail)

Responsibilities:

1. Managed 15 retailers, 60 shift managers, 300 attendants
2. Assure Shell Standard Operating Procedure implemented
3. Ensure Customer Satisfaction fulfilled
4. Generates action plans, prepares budget and allocates and controls in order to achieve sales, penetration, availability, market share and profit targets as well as ensures company integrity.
5. Manages the division financial aspect. Plans with all direct reports on the profit and loss of sites and reviews action plans for the immediate action in order to protect the financial interest of the company.
6. Determine an efficiency and productivity by conducting site visit, monitoring daily sales results and judiciously managing the use of manpower, equipment, facilities, information assigned to whole segment in order to ensure optimum utilization of company resources.

Achievement

* Settled Retailers financial liabilities in second month of employment.
* Managed and Supported 3 retailers becoming the 1st Indonesia cluster

1. **May 2005 – Aug 2006** **San Miguel Marketing Indonesia**, **Food and Beverages Company, Jakarta.**

***National GT Sales Manager***

*(Report to Managing Director)*

Product:

Beverage – Carbonated Soft Drink, Carbonated Juice, RTD-Tea

Responsibilities:

1. Manage sales target 3,167,000 cases equal to Rp. 208,000,000,000,-
2. Generates action plans, prepares budget and allocates and controls the same for each region in order to achieve sales, penetration, availability, market share and profit targets as well as ensures division integrity.
3. Manages and develops the Area Sales Managers under his/her supervision by implementing policies and procedures and conducting all required training programs to ensure proper execution of all assigned tasks and readiness of all direct reports as well as prepare those included in the career development programs.
4. Provides support and assist ASM and distributors in reviewing local marketing programs to grow the business as well as address competition.
5. Addresses concerns of distributors and resolves concerns/disputes in order to ensure effective and efficient distributorship management.
6. Manages the division financial aspect. Plans with all direct reports on the profit and loss of division and reviews action plans for the immediate action in order to protect the financial interest of the company.
7. Develop sales and distribution strategy by reviewing results and validating findings in order to ensure efficient and effective distribution system.
8. Determine an efficiency and productivity by conducting area visit, trade account verification, monitoring daily sales results and judiciously managing the use of manpower, equipment, facilities, information assigned to general trade segment in order to ensure optimum utilization of company resources.

Achievement

* Indonesia Sales and Distribution Strategy that stated as a basic sales and distribution to implement in Thailand, Vietnam and South China.

1. **June 2001 – April 2005 PT. Coca-Cola Distribution Indonesia, Beverages Company, Jakarta**

***May 2001 – April 2005 National Key Account Manager***

***November 2003 – April 2005 Regional Execution Manager***

*(Report to Modern Trade Sales Director)*

Product:

Beverage – Carbonated Soft Drink, RTD Tea, Water, Isotonic

Responsibilities:

1. Determine an efficiency and productivity by conducting area visit, trade account verification, monitoring daily sales results and judiciously managing the use of Generates business plans, prepares budget and allocates and controls the same for each account and branch offices in order to achieve sales, penetration, availability, market share and profit targets as well as ensures account and branch offices integrity.
2. Provides support and assist Account and Local Key Account in reviewing local marketing programs to grow the business as well as address competition.
3. Addresses concerns of Accounts/Branch Offices and resolves concerns/disputes in order to ensure effective and efficient distributorship management.
4. Manages the national accounts and local accounts financial aspect. Plans with all direct reports on the profit and loss of division and reviews action plans for the immediate action in order to protect the financial interest of the company.
5. Develop sales and distribution strategy by reviewing results and validating findings in order to ensure efficient and effective distribution system.
6. manpower, equipment, facilities, information assigned to Key Account and Branch Offices in order to ensure optimum utilization of company resources.

Achievement

* + Admitted and Stated at Musium Rekor Indonesia as a founder of establishment of the biggest and unique replica on 2001 and 2003.
  + The best sales performance 2004, which succeed to fulfill 347,000 cases in a month and 1,000,000 cases in year 2004.
  + Establish one window payment system for Makro on 2004.
  + Exceeded Sales target :

2003 : Rp. 40.460.000.000 (achievement ratio 100%)

2004 : Rp. 46.760.000.000 (achievement ratio 130%)

* + Promotion budget efficiency :

2003 : Rp. 260.000.000 from Rp. 1.750.000.000

1. **October 1999 – June 2001 PT. Brahman Jaya, Food Supplier Company, Jakarta.**

***Sales Manager***

*(Report to General Manager)*

Product :

Food – Local Fresh Beef Meat

Responsibilities:

1. Generates action plans, prepares budget and allocates and controls the same for each region in order to achieve sales, penetration, availability, market share and profit targets as well as ensures distributors integrity.
2. Manages and develops branch offices under supervision by implementing policies and procedures and conducting all required training programs to ensure proper execution of all assigned tasks and readiness of all direct reports as well as prepare those included in the career development programs.
3. Provides support and assist ASM and distributors in reviewing local marketing programs to grow the business as well as address competition.
4. Addresses concerns of distributors and resolves concerns/disputes in order to ensure effective and efficient distributorship management.
5. Develop sales and distribution strategy by reviewing results and validating findings in order to ensure efficient and effective distribution system.
6. Develop Business Development Plan to enlarge the scale of company business in food business.
7. **July 1998 – October 1999 PT. Sumber Adimarkcel, Teleshoping Provider Company, Jakarta.**

***May 1998 – Sep 2000 Business Alliances Manager***

***April 1999 – Sep 2000 Customer Service Manager***

*(Report to General Manager)*

Responsibilities:

1. Develop business network among consumer goods principal to establish a new distribution system
2. Plan and execute the annual business plan.
3. Review monthly result and take appropriate action to ensure that targets are achieved and cooperate with customer service manager to achieve the monthly target and interpret marketing policies, procedure and program.
4. Gain and secure the new business, develop assigned telesales territory to achieve the sales objective and attain incremental market share and profitability from both existing and potential customer
5. To sell Bebita product and service to member and to ensure that sales leads are handled properly
6. To participate, cooperate and contribute in any sales activities and goals, and certain market information as and when needed.
7. **August 1995 – May 1998 PT. Ultramos Jaya, Consumer Goods Distributor, Jakarta**

***Key Account Manager***

*(Report to National Sales Manager)*

Product:

Non Food

Toiletries – Skin Care, Hair Care

House Hold – Softener, Cleaners

Insecticide

Health Care – Bandages

Confectionery

Responsibilities:

1. Generates business plans, prepares budget and allocates and controls the same for each account and branch offices in order to achieve sales, penetration, availability, market share and profit targets as well as ensures account and branch offices integrity.
2. Provides support and assist Account in reviewing national and tailor made programs to grow the business.
3. Addresses concerns of Accounts/Branch Offices and resolves concerns/disputes in order to ensure effective and efficient distributorship management.
4. Develop sales and distribution strategy by reviewing results and validating findings in order to ensure efficient and effective distribution system.
5. **July 1989 – July 1993 PT. Acaka Pratama, Civil Engineers Company, Bandung.**

***Marketing Coordinator***

*(Report to General Manager)*

Responsibilities:

* Prospecting new clients, introducing company during presentation, follow up, setting the pricing of strategy, negotiating, closing deal and maintain with existing client
* Responsible for area produced for monthly and yearly basis