** NOVASTA, S.Si. MM**

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**SUMMARY OF QUALIFICATION**

Result Driven Leader and professional marketer with more than 15 Years experiences and 10 years track record of outstanding performance in managing sales & marketing, services, and distributions including strategic planning & personnel training/development in various companies (Travels Industry, FMCG, Automotive, Financial & Food Service)

***Honest - Resourceful - Creative - Effective communicator - Change Master - Problem solver - Committed to excellence***

Developing productivity improvement strategies, detecting oversight, appropriating disciplinary actions and creating effective communication systems. Approach challenges with an optimistic **“it can be done**” approach, established record of surpassing productivity goals and performance objectives with all owners of Travel Agents, Dealers and Stake holders.

**DEMOSTRATED AREAS OF EXPERTGISE INCLUDE**

**Pricing Strategy & Sales Program Program Development & Enhancement**

**Drawing Yearly Budget & Action Plan Negotiations with Agents & Vendors**

**Customer Care Handling Investigative Research**

**Long Term Strategic Planning Community Building & Relations**

**Quality & Productivity Improvement Product Knowledge Training**

**Handling Promotional Events Leadership & Service Excellence**

**Credit Analyze Collection handling**

**Stock Market Monitoring System Ordering & Delivery Systems**

**Team Building Mystery Shopper Programs**

**Staffing & Management Development Public Relations**

* Organized, take-charge management professional with exceptional follow-through abilities and detail orientation, oversee projects from concepts to successful conclusion for example in negotiating with Owners of Travel Agents, Dealers, Financial companies and Key Persons for better contribution
* Efficiently and effectively prioritize a broad range of responsibilities to consistently exceed prescribed goals**.**
* Respond immediately to emergency situations and handle pressure connected with Company policy & Customer Satisfaction

**REFERENCES**



**PROFESIONAL EXPERIENCE**



* **Head of B2B*,***

**TIKET.COM – PT. GLOBAL TIKET NETWORK**

**(Online Travel Agents B2C & B2B)**

**Period : Jan 2016 – Present**

**Report to : Chief of Commercial Officer**

**No. OF Sub Ordinate : 1 Sr Managers, 2 Managers and 11 staff**

**Company Profile :**

Tiket.com is Indonesia most integrated Online Booking Travel and entertainment gateway. Tiket.com offers Flights, Hotels, Train, Event and also Car Rental service. It has grown exponentially in the last 4 years with revenues reaching almost 250 million US Dollars in 2015. Currently Tiket.com employs almost 300 people in 3 offices Jakarta, Bali and Yogjakarta and become the second largest online travel agent in Indonesia now.

**Job Summary :**

To develop B2B as a new unit business, creat business model and pricing strategy, recruit and train new teams and make sure B2B as a new profit center that support company growth in general.

**Job Responsibility :**

* + Make sure that B2B can be the new unit business who can generate and support company growth and acceleration in graping market share and competing with other online travel agents.
  + Design business model for B2B and work with IT Division to develop a new system for B2B platform.
  + Recruit, Train dan Develop man power for B2B, set KPI’s, then manage them to ensure the productivity is maximized to achieve the target.
  + Create sales and marketing strategy for new travel agents aquisition and bring them to use our platform and engage them to be our distribution chanel in various level.
  + Conduct events and seminars in all province to introduce our new B2B platform to all travel agents.
  + Prepare and deliver monthly summary, covering: monthly activities (incl. exposure achievement, cost and business result (if any)) and spending for the respective month.
  + Full participation in the compilation of annual sales and costs budget in conjunction with the Commercial Director.
  + Analize market growth, competition, industry trends and new opportunity in the market.
* **D:\Logo\Logo Via.jpgSALES DIVISION HEAD,**

**FLIGHTRAJA TRAVELS PVT LTD. – VIA.COM – PT. ADYA TOURS (Wholesaler Online Travel Agents)**

**Period : April 2013 – Desember 2015**

**Report to : Country Manager – President Director**

**No. OF Sub Ordinate : 6 Sr Managers, 4 Managers and 50 staff**

**Company Profile :**

Via is Asia Leading travel network with presence in over 1200 cities in India and Globally. In the last seven years of its existence, Via has silently revolutionized the travel domain in India and other countries like Indonesia, Philipine, Singapore, Brazil and South Korea and brought in value added changes that benefit the customer and the business channels. Via has an annual turnover of USD 750 million. VIA INDONESIA is under PT. Adya Tours is currently most leading travel agent online growth in Indonesia now.

**Job Summary :**

To manage Sales Division, make sure sales growth and company objective can be achieved as targeted.

**Job Responsibility :**

* + Identify and map potential areas for new agents recruitments based on predefined criteria and recruit new agents to work with Via.com
  + Provide business, marketing and sales strategies, business growth management and thought leadership.
  + Develop strategy and plans to grow the business and facilitate cross functional collaboration to ensure smooth and successful execution.
  + Develop key strategic relationships with agents and within the industry
  + Maintain national key account agents and develop them to contribute more with via.com
  + Set yearly sales targets per sales teams, per area and per managers.
  + Directed and monitoring the daily operations of Sales Division
  + Create strategic business development, action plan, SOP and business process.
  + Analize market growth, competition, industry trends and new opportunity in the market.
  + Set up SOP, KPI for teams and Flow for Sales Division for Efficiency and effectiveness of Sales Activity and growth
  + Conduct promotional events and exhibitions especially seminars and training session for all agents in every city in Indonesia.
  + Make sure all sales target and growth can be achieved
* **GENERAL MANAGER*,***

****CEMPAKA GROUP (Electronic & Home Appliances Distributor, FMCG Distributors, Building Material Distributor, CV. CEMPAKA MOTOR – HONDA 2W, CV ANUGRAH MOTOR – YAMAHA, PT. CEMPAKA MANDIRI – SUZUKI 2W & FINANCING)**

**Period : April 2012 – Maret 2013**

**Report to : Director (Owner)**

**No. OF Sub Ordinate : 16 Managers and 500 staff**

**Company Profile :**

Cempaka Group is Group Dealer of Automotive companies who authorize to sell new motorcycle from 3 main brand Honda, Yamaha and Suzuki. Totally it has 12 showrooms and also sell used motorcycle and used car showrooms. To support the business, Cempaka Group also has Financial companies and also small electronic shops and building materials.

**Job Summary :**

To lead and manage all line business of Cempaka Group which range from Automotive to financial companies and from electronic to building materials including property company.

**Job Responsibility :**

* + Direct and monitor all daily operational of all departments and branches activities regarding human resource, finance and accounting, sales, credit, collection and operation.
  + Responsible to All Daily Operation of automotive companies of Cempaka Group which includes Electronic & Home Appliances Distributor, FMCG Distributors, Building Material Distributor, 4 Honda Dealers 3S, 1 Yamaha Dealer 3S , 4 Suzuki Dealer 3S, Used Motorcycle showroom and Used Car Showroom.
  + Carry out feasibilities studies for new business in automotives and other business opportunities..
  + Develop company policies and strategies for giant leap preparations.
  + Keep and maintain good relationship with Main Dealers and Leasing Companies
  + Monitoring Credit process, Collection Activities & Operation of Branches
  + Daily monitoring to FID, NCL, Repo etc of branches.
  + Make Activity Plan, man power planning and budgeting
  + Create KPI for employee performance review.

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* ***AREA MARKETING MANAGER,***

**PT. ADIRA DINAMIKA MULTIFINANCE**,

**Period : September 2010 – March 2012**

**Report to : General Manager – Yamaha Brand**

**No. OF Sub Ordinate : 20 Section Head and 200 staff**

**Company Profile :**

Adira Finance is no 1 leasing company in Indonesia with net profit reaching almost 2 trillion rupiah in 2012. Adira becomes a trend setter for leasing companies and become leading in industry since 2010

**Job Summary :**

Lead and manage all sales team for Yamaha Brand in 15 Branches, maintain good relationship with automotive dealers and make sure all dealers becomes loyal partners with Adira.com

**Job Responsibility :**

* + Responsible to sales target achievement of Branches.
  + Develop pricing strategy and sales program regarding down payment, lending rate etc
  + Monitoring Credit process, Collection Activities & Operation of Branches
  + Daily monitoring to FID, NCL, Repo etc of branches
  + Make Activity Plan, man power planning and budgeting
  + Keep and maintain good relationship with all dealers owner, PIC and Staff
  + Make or renew an agreement with new dealers
* ***BRANCH MANAGER,***

**DEALER FORD DURI – RIAU , PT. Mayapada Auto Sempurna**

**Period : Jan – August 2010**

**Report to : General Manager**

**No. OF Sub Ordinate : 4 Supervisors and 30 staff**

**Company Profile :**

PT. Mayapada is main dealer Ford in Riau Province and Riau Kepulauan Province

**Job Summary :**

Lead a branch and responsible to all branches operation from sales, service and sparepart

**Job Responsibility :**

* + Responsible to daily operation and achievement on Sales, Service and Spare part Target including Market Share.
  + Develop and execute sales plan and strategy to increase sales income
  + Manage and Supervise DCRC “Dealer Customer Relationship Center”
  + Maintain company partners in Car Rental Business for Oil and Gas Contractors of PT. Chevron Pacific Indonesia, Find a new customer for Car Rental Business
  + Ensure ontime sales report and advise for future improvement

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* ***MARKETING MANAGER,***

PT. RIAUJAYA CEMERLANG, MAIN DEALER SUZUKI 2W FOR RIAU & KEPRI PROVINCE

**Period : DES 2005 – Des 2009**

**Report to : Director (Owner)**

**No. OF Sub Ordinate : 4 Supervisors, 15 staff and 18 Dealers**

**Company Profile :**

PT. Riaujaya Cemerlang is maindealer Suzuki 2 wheelers in Riau and Riau Kepulauan Province.

**Job Summary :**

To manage all Branches and Dealers to perform and achieve sales target

**Job Responsibility :**

* + Draw yearly action plan to reach the yearly Sales Target given by management and spread to all dealers based on their capabilities and its market.
  + Responsible to Market Share and Sales Target Suzuki for Riau & Kepri Province, and try make the action plan applicable to increase Market Share.
  + Manage and Supervise Branches & Dealers on Sales, Service, Spare Parts, Promotions, Events, Network, Leasing, Administration, etc
  + Liaise with Leasing Company to make a good and effective Sales Program monthly.
  + Draw monthly, yearly sales budget and sales plan after discussing and gathering inputs from Sales force and Dealers.
  + Plan and organize the yearly marketing activities/events for Brand Activation & Customer enhancement
  + Determine appropriate disciplinary methods necessary to deliver unit effectively to all networks.
  + Evaluate & Regulate the performance levels of Dealers & Branches
  + Develop high-caliber and goal surpassing staff. Facilitate re-education courses and regular training weekly to increase their knowledge of business, productivity and efficiency.
  + Manage Customer Care Department as Balance control to company / dealers services given to customers.
  + Collect and manage Customer Data Base for activating Customer Relationship Management.

**PROFESIONAL EXPERIENCE**

* **Branch Manager**, PT. Agrisarana Jaya Perkasa, Pekanbaru : 2004 (Nov) –2005 (Nov),
* **Junior Manager**, PT. Bina Nusa Rama of **McDonald**’s Indonesia : 2002(Feb) – 2004 (Nov)
* **Trainee Manager**, PT. Bina Nusa Rama of **McDonald’s** Indonesia : 2001 (Oct) – 2002 (Feb).
* **Part Time Lecturer**, Amik Tri Dharma, Pekanbaru : 2003 (Oct) – 2013.
* **Receptionist**, Benteng Hotel, Bukittinggi : 1995 (Aug) – 1996 (July)
* **Free lance Guide** (Tour Guide) : 1991 – 2000

**SIGNIFICANT ACCOMPLISHMENT**

* + **Sales Growth 300% in first 2 months in Tiket.com in 2016.**
  + **Growth 1000% from 500 tickets issued per day in April 2013 become 5000 tickets issued per day in June 2015.**
  + **Create new business unit “ Used Motorcycle”** in Cempaka Group.
  + **Create KPI Concept for Employee Performance Review** in Cempaka Group.
  + Best **KPI Achievement in 2011** for Marketing Manager – Yamaha in Adira Finance.
  + Sell 33 units Ford Ranger to Fleet Customer PT. Timas Suplindo
  + Increase **4% Market Share** Suzuki in Riau Province in 2007 (from **13,5%** in 2006 to **17,5%** in YTD 2007), compared to other regions, this increment is the highest in Indonesia.
  + 2350 contestant of Grand Launching McKids – Pekanbaru, McDonalds, as a member of organizing committee (2002).
  + Highest Local Store Marketing Target Achievement (35%), McDonalds, as LSM Manager In Charge 2003 to 2004.

**TRAINING & SEMINARS**

* + 2011 (March), Training “Orientasi Karyawan Baru”, **PT. Adira Dinamika Multifinance, Tbk.**
  + 2011 (March), Sustainable Growth in Cracking Zone, Bpk Reinald Kasali, **PT. Adira Dinamika Multifinance, Tbk.**
  + 2010 (April), **Retail Mindset Training**, **F.X. Hadi Tjokrosusilo, MBA, FX Training & PT. Ford Motor Indonesia,** Jakarta
  + 2010 (April), **Training for the Trainer, PT. Ford Motor Indonesia,** Jakarta
  + 2010 (March), **Professional Sales Management Training Part II, PT. Ford Motor Indonesia,** Jakarta
  + 2010 (February), **Team Building Training, Bpk. Agus Susilo – PT. Outbound Indonesia & PT. Mayapada Auto Sempurna**, Pekanbaru
  + 2009 (October), **Training for the Trainer (PT. Asatsu – PT. Suzuki Indomobil Sales),** Medan
  + 2009 (June), **Positive Fighter – Sales Training – (People Develop People)** – PT. Riaujaya Cemerlang – Bukittinggi
  + 2009 (May), **Achievement Motivation Training (AMT)/Training Motivasi Keberhasilan** – PT. Riaujaya Cemerlang – Rosye PRRI, Msi, Padang.
  + 2009 (April), **Tomorrow will Be Better 09 (Esok Penuh Harapan)** – Smart FM Seminar,” Bersama **Andrie Wongso,** Pekanbaru
  + 2009 (April), **3 Langkah Menuju Sukses** – Smart FM Seminar,” Bersama Nanang Qosim Yusuf, Ayah Edi & Basrizal Koto” Pekanbaru
  + 2008 (December), MarkPlus Conference,” **New Wave Marketing**, Are You Ready to Take Off” Mark Plus Institute of Management, Jakarta
  + 2008 (August), **Branch & Operation Manager Development Program**, Part IV “**Competitive Intelligence & Information Security**” Mark Plus Institute of Management, PT. RJC, Pekanbaru
  + 2008 (Juni), The Advisory “**Z – Life Training (From Zero to Lifetime Achievement Through Maximizing Sales, Service & Sparepars)**, Jakarta.
  + 2008 (May), Mark Plus Seminar “**Low Budget High Impact – Maximize Mass Collaboration, Social Media Network & Mobile Interactivity**, Mark Plus Institute of Management, Jakarta.
  + 2008 (April), **Branch** **& Operation Manager Development Program**, Part III Mark Plus Institute of Management, PT. Riaujaya Cemerlang, Pekanbaru
  + 2008 (Feb), **Branch & Operation Manager Development Program**, Part II Mark Plus Institute of Management, PT. Riaujaya Cemerlang, Pekanbaru
  + 2007 (Oct), Economic Outlook 2008, Bpk Faisal Basri, PT. MNI, Jakarta
  + 2007 (Sep), **Branch & Operation Manager Development Program**, Mark Plus Institute of Management, PT. Indomobil Niaga International, Jakarta
  + 2007 (Jun), Sales & Marketing Seminar “**Secret of Pentagon Selling**” – Mr. FX Hadi Cokrosusilo, Smart FM, Pekanbaru.
  + 2007, Seminar Sales “**Anti Marketing**” Kafi Kurnia
  + 2006 (August), **Marketing Revolution Seminars**, Mr. Tung Desem Waringin, Padang
  + 2006 (Mar), **Motivation Training & Workshop** – Bpk. Andri Wongso, PT. Indomobil Niaga International, Medan
  + 2004 (Feb), **Regional Equipment Class (REC)**, McDonald’s Indonesia, Medan
  + 2003 (Oct), **Advance Shift Management (ASM)**, McDonald’s Indonesia, Jakarta
  + 2003 (May), **Store Management System (SMS)**, McDonald’s Indonesia, Jakarta
  + 2003 (Jan), **Local Store Marketing (LSM)**, McDonald’s Indonesia, Pekanbaru
  + 2002 (Jan), **Basic Management Course (BMC)**, McDonald’s Indonesia, Medan
  + 2001 (Mar), **Basic Operational Course (BOC)**, McDonald’s Indonesia, Medan

**SKILL AND STRENGH**

* + Honest, Loyal, Discipline & Militant - Work Hard (Philosophy in work)
  + Creative and innovative in marketing
  + Have good communication and negotiation skill
  + Good leadership, Coaching and counseling skill
  + Able to make a good presentation
  + Fluent in English both Oral and written & Computer Literate
  + Strong talent in marketing
  + Have wide networking
  + Familiar with documentation and report including P & L Report
  + Able to work in a team and independently
  + Hard working and have high motivation and initiative to success.

**FORMAL EDUCATION**

* + 2010 – 2014, Magister Management (MM) , Universitas Riau , Pekanbaru
  + 1996 - 2000, S.Si (Sarjana Sains), Biology Department, Andalas University, Padang
  + 1992 – 1995, SMA Negeri 3 Payakumbuh
  + 1989 – 1992, SMP Negeri 3 Payakumbuh
  + 1983 – 1989, SD No. 4 Koto Nan Gadang, Payakumbuh

**NON FORMAL EDUCATION**

* + 2003, Mandarin course, Al Azhar College, Pekanbaru
  + 2000, Dutch course, Language Training Center, Andalas University, Padang
  + 1995, Dutch course, Sun Flower Course, Bukittinggi
  + 1995, Computer course, Widyaloka college, Bukittinggi
  + 1990, English course, My Brother International English Course, Payakumbuh

**PERSONAL DATA**

Full Name : Novasta

Date / Place of Birth : Payakumbuh, November 15, 1976

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