## **CAREER RESUME**

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| **D:\DATA ARC International\Arc\2015\Dubai Trip\Visa\1.Photo Ivan Sri Wahyudi.jpg** | **Ivan Sri Wahyudi** | | |
| Place / Date of Birth | : | Jakarta, Feb 6, 1977 |
| Office | : | PT. Arc Distribution Singapore  12 Marina View #23-01  Asia Square Tower 2  Singapore 018961 |
| Home | : | Jl. H. Mugeni 3 RT 01/06 No. 18, Pisangan Lama – Jakarta Timur , 13230 |
| Sex | : | Male |
| Marital Status | : | Married |
| Phone Number | : | +6281-2281-0440 |
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| **Educational**  **Background** |  | | |

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| **Professional**  **Experiences** | ***Marketing Manager Arc International Indonesia***  April 2014 – Now  Marketing Department  Arc Distribution Singapore – Singapore   * Report to Country Manager Indonesia * Asia Pacific Marketing Director (coordination line)   Main Roles:  Defines and manages the product portfolio for the country and develops and implements the marketing calendar and budget with regards to promotion, communication, pricing and channel development and Route To Market both Traditional and Modern trade with the objective to maximize the performance of the Arc offer across all relevant distribution channels.  ***National Cold Drink Strategy & Development Manager***  Dec 2012 – April 2014  Marketing Department  PT Coca-Cola Amatil Indonesia – Jakarta  Report to Marketing Strategy & Development Manager  Main Roles:  Develop National Cold Drink Plan & Strategy, Supply Chain management, Cold Drink capital expenditure & Investment, Merchandising & Activations to increase incidence & consumption thru cold drink in order to support business goal achievement, return & profitability  ***National Channel Strategy & Development Manager***  June 2010 – Dec 2012  Strategic Planning Department  PT Coca-Cola Amatil Indonesia – Jakarta  Report to Marketing Strategy & Development Manager  Main Roles:  Develop National Channel Plan & Strategy, Picture Of Success, Key Performance Indicator & Measurement, Shopper Insight and Activations to create new demand & support business goal achievement, return & profitability  Develop National Cold Drink Merchandising & Activations to create impulse buying in order to support business goal achievement, return & profitability  ***National Trade Marketing & Shopper Activation Manager***  Feb 2009 – June 2010  Marketing Department  PT Coca-Cola Amatil Indonesia – Jakarta  Report to Marketing Manager  Main Roles:  Develop National Channel Plan & Marketing activities thru customer Programs attach with implementation plan & execution to ensure continues business profitability  ***Segmented Execution Manager***  Jan 2008 – Feb 2009  Commercial & Customer Leadership  PT Coca-Cola Indonesia – Jakarta  Report to Commercial & Customer Manager  Main Roles:  Develop Commercial Business Plan through Customer Segmentation Strategy & Develop Occasion, Brand, Pack, Price, Channel, Communication architecture addressing consumer and shopper wants and needs by channel to get optimum return & profitability  ***Area Sales Manager Modern Trade***  Jan 2006 – Jan 2008  Sales & Marketing Department  Coca-Cola Amatil Indonesia – Central Java  Report to General Sales Manager Central Java  Main Roles:  Develop Modern Channel Business Plan to ensure Sales & profit target achievement through Optimizing Asset ( People, Logistic, Cold Drink Equipment, Customer Relationship)  ***Area Sales Manager Central Java***  March 2004 – Jan 2006  Sales & Marketing Department  Coca-Cola Amatil Indonesia – Central Java  Report to General Sales Manager Central Java  Main Roles:  Execute Business Plan to ensure sales & profit target achievement through Optimizing Asset ( People, Warehouse, Logistic, Cold Drink Equipment, Customer Relationship)  ***Distribution & Customer Service System Manager***  February 2002 – March 2004  Sales & Marketing Department  Coca-Cola Amatil Indonesia – Central Java  Report to General Sales Manager Central Java  Main Roles:  Develop Supply Chain management, Sales Force Capabilities & effectiveness, design Route To Market Strategy effectively to achieve cost efficient & profit  Route Planner Supervisor , Central Java  June 2001 – Feb 2002  Sales & Marketing Department  PT. Coca-Cola Bottling Indonesia – Central Java  Report to Distribution & Customer Service System Manager  Main Roles:  Responsible to Develop and maintain Direct and Indirect distribution strategy, set up RTM design, routing and area mapping to accelerate sales volume for profitable growth with better return on investment  Salesman  June 2000 – June 2001  Sales & Marketing Department  PT. Coca-Cola Bottling Indonesia – Central Java  Report to Sales Center Manager  Main Roles:  Responsible to sales target Achievement in area both Direct and Indirect distribution and maintain customer relationship |
| **Character** | Honest, Passionate, possess a good interpersonal communication skill, independent as well as a team work, quick learner, hard worker, high achiever. |
| **Appearance** | 165 cm height, 70 kg weight, no physical limita­tion |
| **Driving License** | A, C |
| **Hobbies** | Reading, Speed Sports, Playing Music, Adventuring |