








# INDRAWAN MANSYAH

Experienced as Country Manager,  
General Manager Sales, & Head of  
Sales Capability

## Contact Me

-  +628194160574
-  indrawan.semm@gmail.com
-  Green Hills D5 Jl. Aria  
Putra - Ciputat  
Tangerang  
Selatan, Indonesia
- 

## Social Profile

-  [linkedin.com/in/indrawan-mansyah-89544b26](https://www.linkedin.com/in/indrawan-mansyah-89544b26)

## Other Info

### Skills

Analytical & Problem-Solving  
skills, Key Account  
Management, Communication &  
Presentation Skills, Selling &  
Negotiation Skills, Trade  
Marketing, People Development,  
Decision Making, Managing



## About Me

I have more than 15 years experienced in sales (general trade & key account) with complete experience both in marketing and field sales operation as well the sales strategy with solid background in FMCG, consumer electronic & startup company.

I expert in sales, trade marketing, finance and training development with strong negotiation skills, analytic & problem solving, innovative, creative, strong leadership, excellent communication skills and excellence in execution.

Since I worked in a company, I always give them good performance, healthy P/L growth, build new business model, new project innovation. I am a team player, self starter, strategic thinker, proactive, innovative and develop my team competency very well.

I haven't miss target when I hold sales division because I managed the strategy, the execution and increasing my team's capability very well. In my current role, I created new acquisition and retention model, these model resulted double hit sales achievement, decreasing our cost and making positive impact in our P/L.



People, Organization  
Development, Leadership,  
Effective Time Management,  
Change Management, Finance &  
Auditing

## Awards

2019, Mapan Leadership  
Development Program & Agent  
Development Program

2018, New acquisition &  
retention model for Mapan

2015, SWA - HR Excellence  
Awards in Training and  
Development

2010, The Best Selling of  
Cooking Product in Electronic  
City

2009 - 2011, Market Leader in  
Cooking Appliance from 30% to  
80% Market Shared (Research  
from Gfk)

2005 - 2009, The High Flier  
Employee of PT. Tigaraksa  
Satria, Tbk.

2004, The Best National of Area  
Sales Manager PT. Tigaraksa  
Satria, Tbk.

## Languages

Bahasa, English, Deutsch

## Interest

## Experience

Mei, 2018 -  
Today

### Mapan - PT. Ruma (Go-Jek Group) | Head Of Sales Capability

Previous Career:

Regional Sales Manager

Lead Training Team to deliver hard & soft skills training  
for Agent, Front Liner and Manager Level

Build Training Need Analysis (TNA), designing training  
module, evaluate and analyzing training activity

Managing and monitoring training budget

Ensure knowledge management to be delivered and  
building a Mapan Culture to be implemented

Jul, 2016 -  
Today

### Asia Development Centre & Halifax International Consulting | Senior Trainer & Business Coach (Partnership)

Distribution partnership with Halifax International  
Consulting in Indonesia to deliver sales capability  
training

Associated trainer for Asia Development Center to  
training delivery in sales capability, leadership and  
strategic management

Business coaching for client

Aug, 2017 -  
Dec, 2017

### Vini International Fze | Senior National Sales & Distribution Manager (GM Sales & Marketing)

Set up and develop the sales goals and business  
development plan to improve sales and profitability

Set up sales force and KPIs in alignment with company  
strategy

Manage and improve the relationship with Distributor,  
Accounts, Outlets and e-Commerce

Reading, Training Delivery,  
Traveling, Hiking, Fishing and  
Rafting

## Others

Certified Training Designer and  
Delivery Professional

Sep, 2012 -  
Jun, 2016

Develop effective planning and execution based on volume, revenue, retail program and marketing plan per account and market segment

Manage agreed budgets and evaluate effectiveness of spend, maximize asset utilization and minimize product return

### **PT. Tigaraksa Satria, Tbk. | Head of Training & Organization Development**

Lead and manage People Development and Organization Development to be delivered for all employee and ensure knowledge management and culture to be implemented

Training Need Analysis (TNA), training module design and OTIF training delivery, evaluate and analyzing training activity

Build Training Development Program for all employee, including Individual Development Program

Creating talent & qualified employee system for career development

Managing organization chart and performance management system with 360 degree for all division, and designing organizational development, job grading and managing outsourcing partner

Managing and monitoring training budget

Apr, 2011 -  
Aug, 2012

### **Rocket Internet GmbH | Country Manager**

Develop sales goal and ensure alignment with business strategy, accelerate and deliver business objectives in terms of revenue and margin

Manage sales office and all function in Indonesia to make sure the sales budget is achieved (topline and bottom line)

Monitor, analyze and report on performance – integrate key learning into future plan

Managing and improve the relationship with business partner to expand their business scope, give them information such as market, customer and quality assurance

Manage agreed budgets and evaluate effectiveness of spend

Setup sales team, company policy, key performance indicator and standard of performance for Indonesia Office, and increase employee competency and readiness

Feb, 2009 -  
Mar, 2011

### **PT. Indomo Mulia (MODENA) | General Manager Sales**

Set up and develop the sales goals and business development plan to improve sales and profitability

Manage sales office, showroom and all sales function in Indonesia to make sure the sales budget is achieved and improve the relationship with traditional dealer, modern dealer, banking and distributor

Accelerate and deliver business objectives in terms of revenue, margin, market share, identify and explore new customers to improve products penetration in Indonesia

Integrated all activities to be draft value proposition for achieve strategy objectives and target business plan, breakdown value proposition to be objectives & target each process, to achieve sales target

Be accountable to the execution of marketing programs in related channels

Business acumen with P&L and A/R control, manage agreed budgets and evaluate effectiveness of spend, maximize asset utilization and minimize product return

Increase employee competency and readiness

Dec, 2003 -  
Jan, 2009

### **PT. Tigaraksa Satria, Tbk. | Sales Operation Manager**

Previous Career:

- Trade Marketing Manager
- Regional Controlling Manager
- Area Sales Manager

Integrated all activities to be draft value proposition for achieve strategy objectives and target business plan, breakdown value proposition to be objectives & target each process

To communicate draft value proposition with process owner to be final value proposition an continuing innovations value proposition with process owner to fulfill "Needs & requirement customer"

Arrange measurement system performance, made borderless information system for all process, allocate & optimize the resources (A & P) to each channel in order to produce best results

Achieve distribution target according to ideal assortment nationally all of the channels both modern trade & general trade

Analyze market share own and competitors by category product from Nielsen data

May, 1999 -  
Nov, 2000

## **PT. International Timber Corporation Indonesia | Cost Audit Supervisor**

Audit financial report, especially in cost and expenses, controlling all financial activities, including company budget

Conduct activities related to compliance and confirmation audit, checking all of a suddenly to all division, particularly those related to the company's cost

Insights and make visits to the sites of existing company, and as a facilitator between the company and local resident

ISO14001 auditing of waste disposal company, so that the company remains controlled



## Education

2001 - 2003

### **Brawijaya University - Malang | Magister Management**

Magister Management in Strategic Management with GPA 3.50 of 4.00



## Projects

May, 2018 -  
Dec, 2018

### **Mapan – PT Ruma (Go-Jek Group) | Soekarno Project**

New model of acquisition & retention (Project Leader)

2016 - 2016

### **PT. Tigaraksa Satria, Tbk | Hi-5**

Building culture with core & enabler competencies (Project Leader)

2016 - 2016

### **PT. Tigaraksa Satria, Tbk | Let's Improve**

Idea generation & innovation (Adviser)

2015 - 2015

### **PT. Tigaraksa Satria, Tbk | Hi Coach**

Everybody is Coach (Project Leader)

2015 - 2015

### **PT. Tigaraksa Satria, Tbk & PT. Sarihusada | Tiger – TDSC**

Training program for sales team (Team Members)

2014 - 2014

### **PT. Tigaraksa Satria, Tbk | Two is Better**

Contextual coaching with tandem selling (Project Leader)

2014 - 2014

### **PT. Tigaraksa Satria, Tbk | Line Manager as HR Manager**

Line manager can do hired and develop his team (Team Members)

2014 - 2014

### **PT. Tigaraksa Satria, Tbk | e-incentive**

Automation incentive system (Project Leader)

2014 - 2014

**PT. Tigaraksa Satria, Tbk | Good Warehouse Practices**

Implemented good warehouse practices in our Central Warehouse and Branch Warehouse (Team Members)

2014 - 2014

**PT. Tigaraksa Satria, Tbk | Drive Your Team**

How to making easy to achieve sales goal (Project Leader)

2013 - 2013

**PT. Tigaraksa Satria, Tbk | Safety 1st (HSE)**

K3, Defensive Driving & Safety Riding (Project Leader)

2013 - 2013

**PT. Tigaraksa Satria, Tbk. & PT. Sarihusada | Sub Distributor Assessment**

New assessment for sub distributor with 4 aspects (Team Members)

2013 - 2013

**PT. Tigaraksa Satria, Tbk. | Sales Force Automation**

Paperless order system with android (Project Leader)

2009 - 2009

**PT. Indomo Mulia (Modena) | Sales Analysis System**

Automation sales analysis for fast decision making (Project Leader)

1999 - 2000

**PT. International Timber Corporation Indonesia | ISO 14001**

Auditor ISO 14001