

FERAD ANANDA IRWAN
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EDUCATIONAL BACKGROUND

Edith Cowan University Master of Professional Finance and Banking	2008 – 2009
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Curtin University Graduate Certificate, Finance Major	2007 – 2008
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Curtin University Bachelor of Commerce (Marketing)	2004 – 2007
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PROFESSIONAL EXPERIENCES

Sumitomo Mitsui Banking Corporation	January 2015 – Present
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Relationship Manager, Corporate Banking Department

A member of Corporate Banking Department 2, which is engaged in providing banking solutions to global Japanese clients. In particular, I am in charge of two large groups, whereby both groups are considered to be within the top 3 global trading houses from Japan. These groups cover various industries, such as: general trading, multi finance, textile, and automobiles.

Responsibilities include but are not limited to:

- Maintain relationship with existing debtors whilst enhancing the portfolio of accounts that I am responsible for and to generate new business through networking
- Analyzing loan applications (project finance/working capital loan/trade finance) based on qualitative and quantitative analysis to yield the feasibility of the debtors capacity to earn financing needs
- Conduct cross selling of several banking products accordingly to the needs of existing debtors
- Conduct regular review and analysis regarding debtors portfolio

CIMB Niaga	June 2012 – December 2014
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Relationship Officer, High End Commercial Banking

Develop credit proposals by following the complete credit process (origination, evaluation, approval, disbursement, and maintenance process)

Responsibilities include but are not limited to:

- Maintain relationship with existing debtors whilst enhancing the portfolio of accounts that I am responsible for and to generate new business through networking
- Analyzing commercial loan applications (project finance/working capital loan) based on qualitative and quantitative analysis to yield the feasibility of the debtors capacity to earn financing needs

- Prepare credit proposals based on accurate analysis conducted above to be presented to credit committee
- Conduct cross selling of several banking products designed by CIMB Niaga accordingly to the needs of existing debtors
- Conduct regular review and analysis regarding debtors portfolio

- **Deloitte Consulting**

June 2011 – June 2012

Business Analyst

Develop functional expertise in strategy and operations, mainly market entry strategies, business process improvement and organization design for various industries including FMCG, financial services, and automotive industry

Selected engagements:

Market Entry Strategy

- Conducted research and analysis on the FMCG industry in Indonesia for a top five European company entering the Indonesian market
- Performed ground research to both modern and traditional markets, also to small, medium, and large distributors (organic and inorganic) for price benchmarking with emphasis on specific SKUs which will be used for pricing strategy
- Assisted Partner to gather up in-depth information from targeted clients
- Conducted research and analysis on health care industry in Indonesia such as hospitals, laboratories, and so forth for a feasibility study from a European medical company

Payment Services Strategy

- Conducted research and analysis for a global credit card company and was responsible to develop the recommended payment strategy
- Performed quantitative and qualitative studies within the Pharmaceutical, Beverage, and Temporary Labor Services industry in the Australian market to gain data for research and analysis matters
- Articulated data based on quantitative and qualitative studies to a structured business model for strategy creation

Driving Customer Engagement

- Assisted Senior Manager in restructuring customer engagements for a top three financial institution in the ASEAN region
- Assisted Senior Manager by conducting analysis on results from quantitative and qualitative studies for strategy creation

- **Access Analytic Solutions**

June 2010 – August 2010

Solutions and Relationship Manager

Responsible for identifying new client prospects and establishing relationships with the view to provide potential clients with a range of solutions, mainly within the SME industry

Selected job tasks:

- Develop a strong network of relationships with clients and distributors, which contribute to the business and generate work for consultants
- Seek to understand potential client requirements and provide solutions. This will include providing software demonstration (both online and in-person), writing proposals, meetings, e-mail and telephone discussions
- Regularly communicate with key clients and distributors via phone, face-to-face meetings, e-mails, social media and other communications to develop mutually beneficial relationships
- Self-generates leads and warm referrals
- Promptly follows-up leads, referrals, phone calls, marketing materials

OTHER ACTIVITIES

- Organization

PPI Australia (Indonesia Students Association) – Perth, Australia

President

2007 – 2009

- Lead and managed ~1000 students
- Successfully reshaped the failing organization by creating three local associations in the top three universities in Perth
- Project Manager of Laskar Pelangi Australian Tour. This was the first successful event held by any student association in the world as it was a full Australian tour (Darwin, Perth, Brisbane, Sydney, Melbourne, and Adelaide)
- Project Manager of Padang Earthquake Charity Bazaar. This event was held the week after the devastating Padang earthquake which managed to gather several tons of clothing and food as well as AUD\$12,000 cash to help relieve the victims. In coordination with Indonesian Red Cross
- Project Manager of “Care for Indonesia 2”. With 32 artists, the event became the biggest concert held outside Indonesia

CERTIFICATIONS

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| • Sertifikat Manajemen Risiko – Tingkat 2 | <i>Lembaga Sertifikasi Profesi Perbankan</i> |
| • Sertifikat Manajemen Risiko – Tingkat 1 | <i>Lembaga Sertifikasi Profesi Perbankan</i> |
| • Financial Accounting for Lenders | <i>OMEGA Performance</i> |