

YUDHA P JAYADIKARTA

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Sharp, driven executive with more than fifteen years of proven experience in business operations. Solid background in program development and quality assurance with a distinguished history of managing projects from initial conception, through development, to implementation. Enthusiastic in approaching organization-wide challenges from many angles and utilizing economics expertise to deliver effective solutions. Collaborative management style with solid leadership instincts and ability to excel independently.

**Stakeholders Engagement | Communications Strategy | Commercial Awareness |
Corporate & Financial Strategy | Business Development**

EXPERIENCE

JUL 2020 – JUL 2021

HEAD OF SOCIAL IMPACT, PT AMMAN MINERAL NUSA TENGGARA, SUMBAWA

Responsible for directing new CSR programs plan with sustainable tourism themed implementation, objectives and growth for Sumbawa Districts, including regulatory compliance across the project and program organization for the entire social business portfolio.

- ❖ Controlled and oversaw financials & annual budget, identified new KPIs, created the employee engagement platform, and administered a \$7.5 million yearly budget.
- ❖ Established and maintained relationships with key Indonesia regulatory authority personnel (inc. Ministry of Energy) and industry organizations (inc. KADIN) to influence/garner support for AMNT Social Business Strategic Objectives.
- ❖ CSR programs accomplished as follows:
 - New Community Empowerment Program master plan (RIPPM) for 2021-2034.
 - The West Sumbawa Education Response Plan (ERP) for COVID-19.

DEC 2019 – JUN 2020

ASSOCIATE DIRECTOR, COGNITO, JAKARTA

Responsible for the development and execution of public relations and media campaigns. Increased public awareness of clients' products, services and events.

- ❖ Landed account with one of Indonesia's top four legal firms with an initial outlay of \$175K.
- ❖ Successfully won the PR project for Malaysia, Indonesia, & Hong Kong coverage area of China's biggest dairy company, assisting H+K Strategies Hong Kong, Cognito's partner, resulting in \$500K in new business.

SEP 2015 – NOV 2019

VP OF BUSINESS DEVELOPMENT, MAHKOTA PROPERTI INDO GROUP, JAKARTA

Responsible for account management of existing clients in the hospitality industry as well as new business development. Analyzed and communicated deal performance as measured by appropriate metrics (sales, awareness, leads, traffic etc.), and used data and relationships to develop the value of partnerships.

- ❖ **Business Expansions:** Launched over 30 global partnership programs across multiple verticals; auto, hospitals, hotels, government offices, start-up companies and e-commerce.
- ❖ **Merger and Acquisition:** Three companies merged (IKAI – Essenza ceramic manufacturer & TOPS – construction company), each with its' own distinctive selling proposition and sales & marketing teams of various abilities. Assessed existing team members and account demographics to develop a sales plan for maintaining existing accounts during difficult mergers.
- ❖ **Company Turnaround:** Saved a near-bankrupt \$9 million hotel by restructuring their pricing, renegotiating existing contracts, and eliminating unproductive projects.
- ❖ **Corporate Funding:** Managed business relationships with funding agency project, monitored to ensure compliance with financial deliverables, invoicing requirements, and budget revision requirements of funded awards received from investors.

SEP 2013 – AUG 2015

VP - SENIOR ECONOMIST, INDONESIA INFRASTRUCTURE GUARANTEE FUND, JAKARTA

Responsible for performing a variety of consulting and analyst duties for a national utility company. Managed multiple ongoing projects involving eight field offices and the national office; projects collected economic data, developed and implemented plans to meet multiple milestones and deadlines.

- ❖ Offered strategic consulting in corporate strategy, business development, sales & marketing, communications, alliances, financing, and team building.
- ❖ Improved project categorization by developing cost-benefit analysis with clear forecasts for return on investment (ROI):
 - The Central Java power plant.
 - The Mine Mouth Sumsel (South Sumatra) 9 and 10 power plant.
 - The Bandar Lampung Drinking Water Supply System (SPAM) project.
- ❖ Articles in Media:
 - Infrastructure Development Solution, Investor Daily on Jan 20th, 2014.
 - Waiting for Pick-Up of Infrastructure Projects with PPP Scheme, Investor Daily on May 7th, 2014.

JUL 2008 – JUL 2013

SENIOR ECONOMIST, US EMBASSY, JAKARTA

Responsible for promoting and supporting the deepening of the Economic Section's collaboration with Indonesian counterparts. Provided strategic advice on the ways and means of encouraging a closer and more broadly based involvement of Indonesia in the U.S. agencies work by strengthening relations with key government entities, think tanks, business associations and international organizations working with Indonesia.

- ❖ Responsible Partner for the following projects:
 - Assisting senior management in setting strategic directions for the Comprehensive Partnership between the United States and Indonesia.
 - Monitoring and reporting the implementation of the Framework of Co-operation Agreement between Indonesia and the U.S. Millennium Challenge Corporation (MCC).
 - Facilitating the preparation of an agreement between Boeing and Lion Air for ordering 201 737 MAXs and 29 Next-Generation 737-900ERs worth \$21.7 billion in 2010-2011.

JUN 2005 – JUN 2008

SOCIAL DEVELOPMENT CONSULTANT, THE WORLD BANK, JAKARTA

Responsible for social development operations and researches, including extensive work on public expenditure analysis, community development and women empowerment; global environmental projects; and local initiatives in the areas of social development and the environment by facilitating policy dialogue with broader stakeholders.

- ❖ Published the following:
 - Gorontalo Public Expenditure Analysis 2008.
 - Indonesia: Health Public Expenditure Review 2008.
 - Investing in Indonesia's Education: Allocation, Equity and Efficiency of Public Expenditures, 2007.
 - Nias Island Public Expenditure Analysis 2007.
 - Indonesia Public Expenditure Review 2007.

EDUCATION

MASTERS: FINANCE

UNIVERSITY OF INDONESIA | JAKARTA

BACHELOR OF SCIENCES: ECONOMICS

AIRLANGGA UNIVERSITY | SURABAYA

AWARDS

MERITORIOUS HONOR AWARD

U.S. DEPARTMENT OF STATE
2009, 2010, 2011, 2012

SKILLS

- Strategy planning and ESG/CSR program design
- Mergers and Acquisitions
- Key performance indicators
- Budget development and oversight
- Training and development
- Proposal and presentations
- Financial modelling & scenario-building
- Leveraging third-party experts
- Process optimization and improvements
- Regulatory compliance

ACTIVITIES

- **Indonesia: National Olympics Committee – NOC [2019-now]**: Communications Coordinator.
- **Indonesian Renewables Energy Society – METI [2012-2018]**: Head of International Cooperation.
- **Indonesian Young Entrepreneurs Association – HIPMI [2011-2014]**: Head of the U.S. Committee.

CERTIFICATIONS

- **ECONOMIC STUDIES**, U.S. Department of State / Washington DC (2010).
- **CERTIFIED in PROJECT MANAGEMENT (REG. NO. 5605546)**, Brainbench / United States (2005).
- **DELTA 1ST DEGREE (REG. NO. 06202104173)**, French Ministry of Education (1999).

REFERENCES

- **Raja Sapta Oktohari**, Owner of MPI Group & President of National Olympics Committee (NOC).
- **Rosan P. Roeslani**, Former Chairman of Indonesian Chamber of Commerce – KADIN.
- **Prof. Roy Sembel**, Thesis Adviser at the University of Indonesia.