

BOWO MARNUGROHO

Area/Retail Operation Manager

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PROFESSIONAL SUMMARY

Retail Operations & Area Manager with 15+ years of leadership experience managing up to **80 retail stores** across national retail companies including **Optik Melawai, Alfamidi, Mitra10, and Pizza Hut**. Proven success in driving sales growth, operational excellence, P&L management, cost control, audit compliance, customer satisfaction, and people development. Experienced in leading cross-functional teams, coaching supervisors, and executing business strategies to consistently achieve company KPIs.

EDUCATION

STIE YKPN Yogyakarta: Bachelor Degree in Accounting (2009 – 2011) | GPA: 3.17 of 4.00

AA YKPN Yogyakarta: Associate Degree in Accounting (2004 – 2006) | GPA: 3.18 of 4.00

PROFESSIONAL EXPERIENCE

PT Inti Citra Agung (Optik Melawai) – Area Manager | Dec 2020 – Feb 2026

- Managed 80 Optik Melawai stores with 3 supervisors and 300 staff across multiple regions.
- Delivered consistent sales performance while maintaining audit compliance, inventory accuracy, customer satisfaction and operational excellence across 80 retail stores.
- Handled customer complaints and coordinate with internal teams for service resolution.

Key Achievements:

- 95% sales achievement during pandemic period
- Best Sales Area Manager YTD 2022
- Generated **IDR 1.5 Billion** Jakarta Fair Sales (2023), Increased Sales to **IDR 1.7 Billion** (2024)

PT Catur Mitra Sejati Sentosa (Mitra10) – Deputy Store Manager | Mar 2019 – Nov 2020

- Managed end-to-end store operations with **8 Department Leaders** and over **100 staff**.
- Achieved sales targets 95% during COVID-19 through telemarketing and canvassing

PT Midi Utama Indonesia Tbk (Alfamidi) – MT Mar 2011

Lawson Area Supervisor Mar 2012- Mar 2014

- Managed 10 Store area to Achieve KPI (Sales Offline, Fresh Sales, OPEX, Shrinkage, P&L)

Area Manager | Feb 2016 – Feb 2019

- Managed 60–80 stores with 5–7 area supervisors to achieve KPI (Sales Budget, Same Store Sales Growth, Shrinkage, OPEX, Profit & Loss, Audit Score, Fresh Contribution)
- Improved operational efficiency through asset optimization initiatives.
- Initiate project Alfamidi Super 2015 and Alfamidi Fresh • Best Area Manager 2017

PT Sari Melati Kencana (Pizza Hut) – Leader | Mar 2007 – Mar 2011

- Managed daily Front of House and Back of House operations.

SKILLS

- Advanced Microsoft Excel (Pivot, Lookup, IF, Slicer), Sales Budgeting & Forecasting.
- Data Analysis, Pareto & Performance Evaluation, Leadership & Multi-Branch Operation