

CURRICULUM VITAE

PERSONAL DETAILS

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FORMAL EDUCATION

Years	School	Major
2002-2005	SMA KANISIUS JAKARTA	SCIENCE
2005-2011	INSTITUT TEKNOLOGI BANDUNG	ELECTRICAL ENGINEERING

WORK EXPERIENCE

Years	Company	Latest Position
2012-2020	PT BINTUNI CIPTA LESTARI (BCL)	IT MANAGER
2013-2020	PT BANGUN CIPTA LESMANA (BaCL)	OPERATION MANAGER
2014-2020	ATLANTIC OVERSEAS INVESTMENT PTE LTD (AOI)	SUPERVISOR
2020-present	Ciachiera.id (online shop)	OWNER
2023-Present	PT Sinarlimamas Kontindo	Marketing & Sales

I started in the energy business through PT Bintuni Cipta Lestari which is a commercial fuel distributor mainly active in HSD trading. My experience expands to fuel retail by operating a Total Oil Indonesia gas station and fuel transporter through PT Bangun Cipta Lesmana. Later, I start to learn about coal trading through Atlantic Overseas Investment Pte Ltd, and about green and renewable energy through PT Indonesia Bio Energi. Recently I'm engaged to the coal contractor business as the company decided to increase its activity in coal business. During my years, I learn so many things in every aspect of business. Despite my educational background in electrical engineering, I am involved in design, HR, operation, sales and marketing, legal, accounting and finance, and business development.

Unfortunately, during COVID-19 the company shareholders decided to close the business, and I started my own business in the retail industry. I utilize online shops to survive the pandemic, selling consumer goods and home-made food. I established ciachiera.id in Shopee, Tokopedia, TikTok and Lazada in 2020, then I import and sell Korean products for Indonesian Market.

In 2023 I joined PT Sinarlimamas Kontindo (SLK), a company that produces medical accessories, as marketing. This involves product research, understanding the market and the regulations, identifying competitors, and formulating prices.

PT BINTUNI CIPTA LESTARI

I joined PT BINTUNI CIPTA LESTARI (BCL) in January 2012. BCL is a fuel distributor company which focuses on B2B fuel trading, especially High-Speed Diesel (HSD). When I joined BCL, the commissioner started a project to develop a system as an added value for our customer. I lead that project, called Fuel Management System, which goal is to monitor and control the fuel usage on customer's remote location. The system captures and sends data from the measuring instrument to our server, through GSM/radio/internet, then we prepare and present the data to our customer in an easy-to-understand report.

I design the project from zero, which gives me experience in various aspects of project management such as:

1. Design the workflow of the system.
2. Procuring and purchasing required hardware and materials
3. Design a report from the system.
4. Leading a team of engineers (software and hardware) to develop the system
5. Making time schedule for project development

After the system is ready, I took it to the customer and made a sales pitch so they would consider adopting the system. That also gives me exposure to the marketing aspect such as :

1. Preparing a presentation on the strength and benefit of the product, Fuel Supply Management
2. Make illustrations on how the product can help the customer.
3. Pointing out the amount of saving the customer can expect from the system, compared to the conventional monitoring method.
4. Drafting a contract / agreement between BCL and the customer upon adopting our system
5. Negotiating price, timeline, and service agreement between BCL and the customers

As the customers agree to adopt the system, my next progress is implementing the system. I am exposed to the operational division as I need to prepare everything in the field to make sure the system works as planned and predict any trouble that may occur. Furthermore, we develop a Vendor-Held-Stock concept for our customer, simulating a private fuel station on the customer's premises. Thus, I gained on-hand experience as an operation team, which gives me a real-life lesson in:

1. Communication with people with different social backgrounds
2. Managing good relationships with locals, government officers, surveyors, field workers
3. Adapt and improve with any condition, assessing the situation and making responsible decisions.
4. Develop and deliver training to field operators, with a focus on safety and efficiency.

In 2013, BCL opens its first branch office in Samarinda to reach the coal mine customers. Along with the General Manager, I support the preparation in office fitout and layout design, network and data infrastructure, setting up cctv and internet access in the remote premise, and installing instruments in our fuel gantry. Afterwards, I was assigned to help establish branches in Berau, Banjarmasin, Obi, and Sorong.

Despite all the meticulous details, projects always have their financial side. I start taking part in making financial projections and budgeting in 2015 and took part in a tender. Along with a mentor, I represent the company in fuel supply tenders from big mining companies, PLN, KALOG, and learned the administrative work in the tender. Participating in a tender gives me an opportunity to take a look on the bigger picture of this business, such as:

1. Supply chain management.
2. Designing delivery method for national scale
3. Legal agreement, administrative document and permits.
4. Making a projection of the whole work, including risk management
5. Networking with other players in the industry
6. Learning the regulations and participating in seminars and hearings

On 2017, I'm involved in Business Development by exploring new business opportunity, making business feasibility study, and assessing business proposals from the sister companies (BaCL, AOI, and IBE)

PT BANGUN CIPTA LESMANA

PT BANGUN CIPTA LESMANA (BaCL) starts as a retail division for BCL. Along with Total Oil Indonesia (TOI), BaCL runs a gas station in East Jakarta with CODO concept (Company Owned Dealer Operated) in 2014. In BaCL, I acted as an operation manager with responsibilities of:

1. Learn, adapt and implement Standard Operation Procedure from TOI
2. Recruit manpowers to operate the gas station, from securities to site manager.
3. Maintain best practice, HSEQ, and make sure the team has a customer-oriented mindset
4. Managing workshift, reward and punishment systems, establishing a good relationship with local elements (FORKABI, BABINSA, FBR, Fire Department, Police, etc)
5. Managing retail convenience store (promotion, supply chain, waste and loss policy, receiving and delivering goods)
6. Prepare daily report of petty cash, fuel and convenience store sales, stock opname, and scheduling vendor to restock.
7. Develop and maintain contract and customer loyalty program with companies around the premise.

Later, BaCL started as a fuel transporter to further support BCL in its B2B fuel trading business. In logistic line of business, I learn the importance of fleet management to maintain effective and efficient operation. My involvement includes supervising fleet-driver shift assignments, setting up GPS tracking on each fleet, verifying fuel delivery documentation and SOP, complying with Fuel Tank Terminal regulation, and asset management for the fleet.

In 2018, BaCL started a new line of business as a coal contractor. I acquired a lot of new knowledge and concepts in coal mine operation as I began to assist the General Manager in the feasibility study, pre-operation phase, and the whole coal operation in general. I also help the company prepare the business projection, presentation, and proposal of the coal project to seek funding from potential investors.

ATLANTIC OVERSEAS INVESTMENT PTE LTD

Since we interact with many coal mine customers in BCL's fuel trading, we got an opportunity to start a new business as a coal trader. We begin in 2014 by establishing a private company in Singapore, to facilitate coal trading with international buyer from India, Germany, Korea, Dubai, etc. Our coal source was coal mines on East Kalimantan who buys fuel from BCL.

On this phase, I acted as a supervisor who correspondence with legal and accounting consultant in Singapore. As I engage and interact with the consultants, I have adequate exposure to Financial Statements preparation according to Singapore standard, Income Tax calculation and filing, Legal aspect in Singapore, Sales Purchase Agreement for coal trading, and maintaining utilities such as Virtual Office, Web and Email Hosting, Company Logo and Business Profile.

PT SINARLIMAMAS KONTINDO

I initially joined the company as a PJT (Penanggung Jawab Teknis) for the company's CPAKB submission in 2023. After the CPAKB process is completed, I joined the sales and marketing division.

As a marketing, I analyze and explore the nature of the product, customers, competitors, and regulations in Indonesia. I identified the strengths and weaknesses of the products, market segmentation, existing product in Indonesian market, and permits & certification that can leverage our products. Then I prepared some tools such as sample products, product brochure, company profile, pricing structure, and demonstration kit. I also prepared the registration of the company and its products in government e-procurement (ekatalog and INAPROC). I gathered information about relevant medical events to help us connect with potential customers.

As a salesperson, I build connections and trust with our end users and distribution partners. I develop a database of hospitals, public health centers, and medical distributors. I perform daily sales routines such as cold calling, visiting customers and performing presentations, preparing letters, coordinating with production teams to execute customers' orders, delivering the products, and assisting finance division to ensure the payments are received according to the schedule.

I also helped to train new employees in regards of product knowledge, sales pitch, and making report and documentations.