



TEDY INDRAYANA

MARKETING & SALES PROFESSIONAL

Marketing and sales professional with 13 years of experience in team management, sales planning, and target achievement across various industries. Accustomed to working with a target-oriented approach, strong communication skills, analytical abilities, and effective problem-solving skills.



WORK EXPERIENCE

PT SIPRAMA CAKRAWALA

Area Manager | 2025

An outsourcing company providing professional workforce services for various client needs.

- Lead and manage sales operations within the assigned area.
- Develop sales strategies and work plans to achieve targets.
- Build and maintain strong relationships with clients and business partners.
- Monitor team performance and provide coaching to improve productivity.
- Analyze market opportunities and business potential for area growth.
- Ensure client workforce requirements are fulfilled efficiently and on time.

PT SAPPE INDONESIA

Area Sales Manager (Bali) | 2024

- Ensure achievement of sell-in and sell-out targets in Bali.
- Conduct sales forecasting and distribution planning for each distributor.
- Control and monitor sales team performance to achieve company targets.
- Ensure optimal product distribution in GT and MT channels.
- Maintain product availability and effective distributor area coverage.

PT TAYS BOGA INTI SELARAS

Area Sales Manager | 2020 – 2024

- Responsible for achieving sales targets in Bali Nusra and East Java.
- Develop sales strategies and forecasting to drive area growth.
- Manage and strengthen business relationships with distributors and customers.
- Monitor distribution, stock levels, and sales program effectiveness.
- Lead, coach, and evaluate sales team performance regularly.
- Ensure promotional programs and distribution activities align with company targets.

PT BOJONG WESTPLAS

Area Sales Supervisor | 2019 – 2020

- Supervise sales and distribution activities in the Bali Nusra area.
- Develop sales plans and strategies for each territory.
- Provide coaching and mentoring to improve sales team performance.
- Conduct joint field visits with the sales team to ensure target achievement.
- Control product availability and distribution effectiveness in the field.

PT ACE HARDWARE INDONESIA

Commercial Industrial Account Executive | 2017 – 2019

- Establish and develop business relationships with Horeca and B2B customers.
- Identify project opportunities and develop potential customers.
- Ensure purchase order and product delivery processes run according to schedule.
- Prepare quotations and negotiate commercial agreements with customers.
- Achieve industrial and commercial division sales targets.

PT MMC SKY VISION

Sales Coordinator Modern Store | 2012 – 2017

- Manage frontliner sales activities in modern retail stores.
- Ensure daily and monthly sales targets are achieved.
- Develop promotional and sales event programs for modern store channels.
- Provide training, coaching, and role-play sessions for sales frontliners.
- Conduct area mapping and sales analysis to improve store performance.



ACHIEVEMENTS

- Consistently achieved and exceeded sales targets across assigned regions.
- Improved sales team performance through effective coaching, monitoring, and motivation.
- Built strong relationships with customers and distributors to support long-term business growth.



PERSONAL PROFILE



Age

36 Years Old



Date of Birth

05 March 1990



Phone

081-236-861-382



Email

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Residence

Denpasar, Bali



EDUCATION

2009 – 2010

Wearnes Education Center

Business Management

2005 – 2008

SMKN 1 Denpasar

Electronics



SKILLS

Leadership

Adaptive Planning

Sales Planning

Sales Monitoring

Problem Solving

Communication and Negotiation

Data Analysis and Forecasting

Time Management

Target and Results Orientation