



SOESANTO

KELAPA GADING SQUARE
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SUMMARY OF QUALIFICATIONS

I am a professional who results-oriented, have strong leadership and communication skills, have more than 17 years experience in the automotive industry (in Astra Group), with expertise in Marketing, Sales, Business Development and People Development, in several sector such as in manufacturing, retail business, distributorship for automotive part & lubricant product (consumer goods).

Current position as General Manager with 8 years experience in equipment business & fabrication industry with target market in mining industry, infrastructure, cement plant, chemical industry & energy sector (power plant).

Have competencies on B2B and B2C Marketing, and proven track record with capability increase sales up to 20% a year even though when crisis in mining sector.

PROFESSIONAL EXPERIENCE

MAR 2011 – Now PT. Suprabakti Mandiri (www.suprabakti.co.id)
GENERAL MANAGER – Marketing, Operation & Sales

Jakarta

Handle customer in various industry such as :

1. Mining industry (Gold mine, Nickel mine, Coal mine and Stannary)
2. Cement industry (Indocement, Holcim, Semen Indonesia Group, Semen Bosowa, Lafarge etc)
3. Coal Fire Power Plant (Paiton, Suralaya, TJB, Tj Awar2, PJB and many PLTU)
4. Marine Sector (PELINDO, Mining jetty, Off shore jetty etc)
5. Oil & Gas industry (Pertamina, BP Tangguh, Santos, Total Elf, Cevron etc)
6. Pulp & Paper (IKPP, RAPP, Lontar papyrus, Tjiwi Kimia, TELPP etc)
7. Chemical Industry (Asahimas Chemical, Amoco, Ajinomoto, Fermentech, Chandra Asri etc)
8. Fertilizer Industry (Petrokimia Gresik, PIM, pupuk Kujang, Pupuk Kaltim etc)
9. EPC (WIKA, PP, Adhi Karya, Waskita Karya, KE, HK, Rekin etc)
10. And some industry : Forestry (CPO), Quarry Industri, Ceramic Factory, Road contractors etc.

Managing about 11 managers with more than 300 person sub-ordinate with scope of work :

- Marketing & Sales : Strategy, Process, Budget, Target and Profit
- Develop Sales Organization for Regional and Product Specialist
- Modify and develop New Selling System, Reporting and Remuneration System
- Create and develop New Strategy for New Business (Road Construction & Marine system)
- Monitor and supervise branch operation throughout Indonesia

AUG 1994 – MAR 2011 PT. ASTRA OTOPARTS Tbk

With position as :

Departemen Head – Training & People Competency Development (PT Astra Otoparts)
Regional Manager – Jakarta Banten (PT Ardendi Jaya Sentosa)
Head of Marketing Competency Development Departement (Astra Niaga – AOP)
Marketing Department Head – Marketing Department (Astra Niaga – Astra Otoparts)
Sales Manager on Duty – Dealer Development Department (PT Meka Adipratama)
Area Sales Supervisor (PT Menara Alam Pradipta)

FEB 1992 –SEPT 1993 PT. MANDIRA – SEMARANG

With position as :

Sales Representative for DI Yogyakarta

EDUCATION

1989–1994 Atma Jaya Catholic University Yogyakarta
■ Bachelor in Economics, majoring in Management

SUCCESS STORY

- ✓ **In 1996** : The first candidate to be assigned to PT Meka Adipratama – Semarang, main dealer for Central Java, success to increase quantity sales and market share, success to reduce cost to be efficient operation & success to manage sales force (people) to be effective and enthusiasm
- ✓ **In 1998-2002** : As a Product Manager, success to develop new product : Menara part, Astra part (the latest brand name : Aspira) and lubricant business in Astra Otoparts as a product manager
- ✓ **In 2001-2003** : Develop the sub depo until 10 new point & contribute at team support to set up the retail business in Astra Otoparts : Shop&Drive
- ✓ **In 2004** : Success as a creator in “Sales Force Excellence” in Astra Otoparts (SWA magazine published on April 14th 2004)
- ✓ **In 2009-2010** : Success to develop “Corporate Core Value” in Astra Otoparts Group (as a Project Manager cover 30 affiliated company)
- ✓ **In 2016** : increased 20% sales from 2014 to 2015 although when Mining sector in crisis condition, and increased sales more then double since joining in PT Suprabakti Mandiri.

ORGANIZATIONAL EXPERIENCES

- Starting committee for Social Council in Christian Organization.
- Team Coordinator for “Kuliah Kerja Nyata” project at Gunung Kidul Wonosari – Yogyakarta
- Chairman in LKS Bipartit – Head Office PT Astra Otoparts

COMPUTER ABILITY

- Microsoft Office : Excel, MS Word & Power Point
- Design Graphics and Animation Application
- Video Editing Applications

LANGUAGES

Javanese, Indonesia, English, Mandarin

TRAINING, WORKSHOP, AND SEMINAR

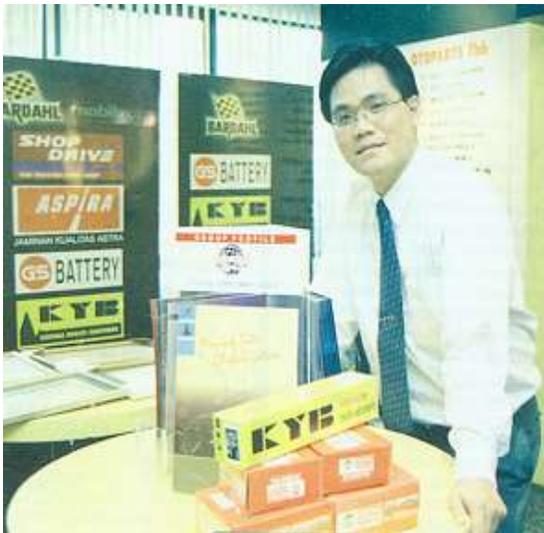
- To Increase Coating Capacity & Capability, Ascoatindo, 2016
- Indonesia Mining Outlook 2015, Tambang Magazine, 2015
- High Performance Selling Skills, AchieveGlobal, 2012
- Human Resources Expo, Intipesan, 2008
- Developing New Service Strategy & Channel, Frontier Education, 2007
- Achieving Greatness in a Turbulent World by DR. Stephen R. Covey, TSC, 2005
- Dynamic Leadership In Challenging Enviroment By Hermien Sarengat (GE-Indonesia), 2005
- Empower Using Mini Company Concept, HRD Club, 2005
- Sales Congres 2005 : Science Of Sales Success, Sukses Regional Indonesia, 2005
- The Art of Happiness at Work, Elexmedia – Gramedia, 2005
- Handling complaints proffesionally By James Gwee, 2004
- Advance Selling, M-Knows, 2004
- The Power of Sun Tzus Strategic Thinking, By Andrie Wongso, 2004
- Past doesn't Equal to the Future by: Billi P.S. Lim (Malaysia), Edunet - 2004
- Creating Sales Magic Seminar, Oviss Indonesia - 2003
- Motivating for Maximum Sales Result, Mario Teguh Business Effectiveness Consultant – 2003
- How to Become a Top Gun Sales Champion Seminar, James Gwee - Academia - 2003
- Effective Presentation Skill Training, John Robert Powers - 2003
- Trade Marketing Beyond Consumer Marketing Seminar, Force One - 2003
- Benchmarking Consumer Product Distribution Workshop, Force One - 2002
- Astra Middle Management Program, Prasetya Mulya Institute of Management – 2002.
Actual Project Realization: Distribution Channel Development.
- Maximizing Distribution Opportunities to Build Market Share, Force One Consultant – 2002.
- Astra Otoparts Value Selling Workshop, WinMark 2020 Association – 2001.
- Distribution Network in Facing Globalization Era, MarkPlus & Co – 2001.
- Automotive Lubricant Oil Seminar, Lemigas & Cosmo – 2000.
- Executive Workshop: Winning, Surviving, and Thriving in Global Competition, MarkPlus – 2000.
- Team Building and Survival Workshop, TACK Training International – 2000
- Competitive Marketing 2000, MarkPlus Education Network – 1998.
- Executive Workshop: Financial Management in Service Sector, LPPM – 1997.
- Building a Professional Organization: Leadership & Team Building Aspects, Bank Bali – 1997.
- Export & Import Workshop, ASA Group – 1997.
- Astra Total Quality Control, Astra Management Development Institute – 1996.
- Astra Seven Habits, Astra Management Development Institute – 1996.
- Sales Force Management Workshop, LPPM – 1995.
- Map Supervisor Training, MarkPlus – 1995.
- Map Sales Training, Dale Carnegie – 1994.

REFERENCE

Suprabakti Mandiri and Me inside in this film : http://www.youtube.com/watch?v=R_PWRHmB7S4

Launch "Sales Force Excellence" program : <http://www.youtube.com/watch?v=KoaMpEUZ9rA>
Maintaining program until 2010 (page 10) :
<https://studylib.net/doc/8234661/reaching-a-new-height---astra-otoparts>

About "Sales Force Excellence" : <http://businesscenter-smkyasti.page.tl/Sales-Force.htm>



Soesanto
GM PT Supra BMS Mandiri

BICARA SOAL KITA

OLEH ALYD SLEETO

SEBERAPA BANYAK pertanyaan, Soesanto bergumam dengan dunia penjualan peralatan conveyor belt untuk pertambangan. Namanya dalam dunia General Manager Marketing dan Sales PT Supra BMS Mandiri ini menjadi perhatian banyak dan goyang pada sosial.

Pada kelahiran Jawa Tengah ini, banyak belajar tentang kehidupan sosial mulai dari pergaulan pribadi, lebih luas besar di daerah, hingga ke beberapa kota hingga ke Bukota, pengalamannya belajar, cinta dan bimbingan ke negara orang memantapkan wawasannya mengenai kehidupan kehidupan manusia.

Sebelum ia memutuskan untuk mendirikan toko-buku, Soesanto, baik Soesanto BMS maupun Timas, menjadikannya berjangkauan dan terapan sosial. Salah satu usahanya adalah Soesanto dari Timas yang merencanakan perusahaannya sendiri sebagai gabungan yang terapan antara sesama manusia dari dalam senasana.

Soesanto, Soesanto menggariskan, dalam menjalani kehidupan yang terpenting adalah merajaga hubungan, agar tidak dimanfaatkan untuk hal-hal negatif.

Berada keratif lokal juga dia anggap sebagai pengalaman baru marketing-nya. Karena berurusan dengan klien tidak berarti hanya produk dan harga. Lebih penting lagi adalah memahami perilaku customer dari berbagai ekspedisi dari customer-customer yang lebih tinggi, dan siap sedia untuk yang perlu untuk dibekali.

"Tidak semua harus komedi. Kita mesti memperpendekkan sisi komedinya. Sehingga dapat diterima oleh siapa saja. Apalagi Indonesia adalah bangsa yang bijaksana dan banyak karakter manusia di dalamnya," ujarnya.

Soesanto memiliki pribadi, di mana dia berada, dirinya harus menggunakan nilai yang memiliki sehingga menjadi bekal untuk diemakan oleh generasi yang akan datang.

"Orang-orang harus bisa menetapkan nilai, baik itu untuk diri sendiri ataupun untuk orang lain. Kalau hanya sekedar parikan nilai untuk diri sendiri atau keuntungan untuk diri sendiri, dalam jangka panjang akan membuat masalah," katanya.

Sebagai seorang langsung melakukan pendekatan ke bisnisnya. Soesanto juga sangat perhatian waktunya dan hangatkan untuk berinteraksi dengan masyarakat. Ia berupaya memberikan semangat dan menginspirasi ke dalam kehidupan kolektifnya, sekaligus menyempatkan pandangan-pandangan ke dunia mereka.

"Luangkanlah waktu untuk mendengarkan, sehingga kita dapat mengetahui apa yang mereka inginkan. Berikanlah semangat," katanya. Dari masalah yang mereka berikan, Soesanto banyak belajar.

"Jangan terlalu banyak bicara tentang aku," katanya. Itu berlaku banyak bicara tentang "aku", lanjut Soesanto, hal itu akan membuat diri menjadi terisolasi-konak. Masing-masing bekerja untuk diri sendiri, bukan untuk tim.

"Karena itu, masalah bicara soal kita," katanya. 17