**CURRICULUM VITAE**

**PERSONAL DATA**

Name : Dendi Saktiardi, S.Si

Place and Date of Birth : Bandung, October 01th, 1983

Religion : Moslem

Marital Status : Married

Sex : Male

Address : Bunisari Kulon No 20 RT 004/Rw 006, Gadobangkong

Ngamprah, Bandung 40552

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**WORKING EXPERIENCE**

* **Chief Store Advisor, PT. KAO Indonesia, Bandung. (2008 – present)**

 Key purpose of job

Through the management of a group of nominated customers to implement the market brand and distributor strategies in order to deliver agreed levels of value and profitability from those customers to the market.

Job objectives

* To achieve value and profitability targets by individual customer and in total
* To initiate mutually beneficial joint working projects with the customer.
* To work within the agreed trading parameters
* To ensure implementation of the agreed marketing activity plan by brand and by customer
* To achieve the POP plan by brand and by customer.

Knowledge

* Business planning process
* Competitor and market dynamics
* Makro environment
* Business objectives
* Project management
* Industry trends and events
* Global trends
* Customer/trade dynamics and construct
* Channel strategies
* Procedures and policies, including retention and recruitment
* Financial management - margin ratio calculations e.g. ROI, days cover, margin, mark up
* Structured commercial selling skills and techniques
* Negotiation skills and techniques
* Leadership and coaching skills and techniques
* POP strategies
* POP drivers
* Route to market
* Market research
* Consumer and marketing strategies
* Forecasting
* **Production Supervisor, PT. Nanco M J Textile Industries, Bandung (2006 – 2007)**

 Key purpose of job

Manage & Analyze Production On Textile Factory

**SKILLS**

Computer Software

 Microsoft Office - Excel, Word, Powerpoint, Visio (Expert), Adobe PhotoShop 7.0 (Advanced), Corel Draw 10 (Advanced), SAP front End (Advanced), Scylla Pro (Expert), Krishand Software (Advanced).

Soft Skills

Management Skills (setting priorities, anticipating needs), Analytical and Problem Solving Skills (identifying problems, reaching logical conclusions), Leadership (team building, staff coaching), Interpersonal / Social skills, Communications Skills, Administration Skills (typing / data entry, filing)

**EDUCATIONAL HISTORY**

1. **Formal Education:**
* Elementary School at SD Negeri Cibeureum II, Bandung. (graduated in 1995)
* Junior High School at SLTP Negeri 7, Cimahi. (graduated in 1998)
* Senior High School at SMU YWKA, Bandung, (graduated in 2001)
* University at Department of Chemistry Faculty of Science Jenderal Achmad Yani University, Cimahi, (graduated in 2006) GPA: 3.21
1. **Non-formal Education:**
* English language training at Harvard English Course, Bandung. (1998)
* Computer training (Ms. Office) at SMU YWKA, Bandung. (2001)
* Basic Management and Leadership Training at Jenderal Achmad Yani, Cimahi. (2001)
* Assemble PC Computer training (CISCO) at HME Jenderal Achmad Yani, Cimahi. (2003)
* Sales Call Excellence & Merhandising Excellence Training at PT KAO Indonesia (2008)
* Distributor Management Excellence Training at PT KAO Indonesia (2008)
* Integrity Training at PT KAO Indonesia (2010)
* Peak Performance Training at PT KAO Indonesia (2012)

**ORGANIZATION EXPERIENCES:**

* Coordinator of the Sports Division in OSIS SMU YWKA. Bandung (2000)
* Financing Division Coordinator in HIMAKA Jenderal Achmad Yani, Cimahi (2002)

**HOBBY:**

Travelling, Sports, Reading, Playing Music, Internet

**The above statement is true in every detail otherwise it declares as null and void.**

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**Dendi Saktiardi, S.Si**