



# Harveys Jingga

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## CONTACT

Jalan Lingkar Timur 1  
Lrg Setapak RT 31  
Kelurahan Talang  
Bakung, Kecamatan  
Jambi Selatan  
Kotamadya Jambi,  
Propinsi Jambi

**Email:**  
harveys77@yahoo.com,  
harveysjingga@gmail.com  
**Phone:** 082183780567  
08126210721

## WORK EXPERIENCE

### PT Sanghiang Perkasa (Kalbe Nutritionals)

Jan 2013 - Jan 2014

Head Of Region

PT Sanghiang Perkasa is a subsidiary of PT Kalbe Farma Tbk which focus in health consumer product such infant formula, growing milk, baby food and other health life style product. The brands such as Morinaga, Milna, Prenagen and etc.

Main responsibility for this role such as :

1. Lead the team of Head Of Area at the region, assigned for Northern Sumatera which are including Aceh, North Sumatera, West Sumatera, Riau and Riau Islands.
2. Manage the sales & distribution progress of the company product through partnership with the sub distributor.
3. Ensure the promotion program from the marketing is carried out according to the plan and control the execution of the program.
4. Together with Head Of Area regularly did the business review for the sub distributor, the review result for develop and direction for the sub distributor for achieve the target from top management.
5. Develop the sales & distribution in the region by assign new sub distributor in the vacant area or replace the sub distributor with the new one if they cant go on with the company policy after several review and consideration.

### PT Inbisco Nlagatama Semesta

Oct 2010 - Jan 2013

Head Of Region (Branch Sales Manager)

PT Inbisco Niagatama Semesta is part of PT Mayora Indah Tbk which the function as the sole distributor of Mayora product. The title for the first is Head Of Region but through the major organization restructure change to Branch Sales Manager.

Main responsibility for the role such as :

1. Lead and coach the sales force team at the branch and sub branch office in order to achieve the target from top management.
2. Manage sales and operational at the branch office include distribution progress, inventory, delivery, account receivable and etc
3. Responsible for the profit and lost of the branch office
4. Analyze sales and distribution progress in order to achieve sales value and availability of product
5. Work together with marketing division in promotion activity such sampling activity

Handling coffee and cereal product with the brand of TORABIKA & ENERGEN.

As Head Of Region assigned for West Sumatera and Jambi, as Branch Sales Manager assigned for Jambi (Branch Office) and Muara Bungo (Sub Branch)

#### Achievement

Generate the sales value 80% growth after take over from sub distributor in first six month

## **PT Fastrata Buana**

**Jan 2009 - Sep 2010**

Branch Manager

PT Fastrata Buana is the sister company of Kapal Api Group which produce coffee and candy such as Kapal Api, ABC and Relaxa. Fastrata Buana is the sole distributor of PT Santos Jaya Abadi (Coffee) and PT Agel Langgeng (Candy).

Main responsibility of the role such as :

1. Responsible for the profit and lost of the branch office
2. Manage the daily operational of the branch office include sales, finance, inventory and general affair
3. Lead the sales team to achieve the sales target and product availability at the assigned area
4. Ensure the SOP is carried out at the branch office
5. Work together with marketing to execute the promotion activity smoothly

Assigned for Denpasar (Jan - Jun 2009), Jambi (Jul - Sept 2010)

#### Achievement

1. Generate triple times in sales value in the first six month after take over from sub distributor.
2. Establish the sub branch at Muara Bungo 3 month after open the new branch office at Jambi.

## **PT Wahana Tirta Sari**

**Aug 2007 - Aug 2008**

Area Sales Manager

PT Wahana Tirta Sari is the regional distributor for the SUNCO Cooking Oil for Sumatera Island.  
Assigned for Jambi province.

Main responsibility for the role such as :

1. Manage the daily operational of the branch office
2. Responsible for the sales revenue and distribution progress in the assigned area
3. Lead and coach the sales team for the target achievement from the top management
4. Execute the promotion program from the marketing

## **PT Kokoh Inti Arebama**

**Nov 2005 - Jul 2006**

Branch Manager

PT Kokoh Inti Arebama is the national wide building material distributor, sole distributor of KIA ceramic and roof tile.  
Assigned for the Pekanbaru Branch (Riau, Riau Island and West Sumatera province)

Main responsibility for the role such as :

1. Manage the daily operational of the branch office

2. Responsible for the sales revenue in the assigned area
3. Lead and coach the sales team for the target achievement from the top management
4. Maintain good relationship with the customer

## **PT Sari Agrotama Persada**

**Jul 2004 - Nov 2005**

Area Sales Supervisor

PT Sari Agrotama Persada is the sole distributor of Sania & Fortune cooking oil and industrial fat. The company is the sister company from the manufacturer PT Multi Nabati Asahan, member of Wilmar Ltd.

Assigned for North Sumatera, handling industrial fat such as shortening, margarine and cooking oil for F&B industry.

Main responsibility for the role such as :

1. Act as sales representative in several main customer, maintain good relationship with the purchase head and the production head
2. Supervise sales activity from the sub distributor, give support for the technical issue and sample request from the prospect customer
3. Look for new opportunity for sales such as new customer or new product application

## **PT Tiga Raksa Satria Tbk**

**May 2003 - Jan 2004**

Area Sales Supervisor

PT Tiga Raksa Satria is the national wide distributor for the famous infant formula SGM from PT Sari Husada.

Assigned for several district of North Sumatera such as Simalungun, North & South Tapanuli and city of Pematangsiantar.

Main responsibility of the role such as :

1. Supervise the sales and distribution progress of the sub distributor
2. Lead the sales force team of sub distributor for achieving the sales target from management
3. Ensure the promotion program carried out by sub distributor
4. Review the sub distributor performance in sales, availability and productivity

## **PT Indomarco Adi Prima**

**Dec 1996 - May 2003**

Salesman

PT Indomarco Adi Prima is the member of Indofood group as the national distributor of Indofood product.

Main responsibility for the role

1. Sales representative for the company
2. Achievement of personal sales target and productivity
3. Collect the AR from the customer

While working with the company had been located in several area such as :

- Pematangsiantar and district of Simalungun
- District of Asahan
- Tebing Tinggi & district of Deli Serdang
- Medan (modern market)

## **EDUCATION**

### **Bachelor's Degree Of Economics**

STIE Hikmah

**August 2008 - August 2012**

### **Associate Degree Of Computer Science**

Microskill

**September 1995 - October 1996**

### **Senior High School**

Sultan Agung

**August 1992 - August 1995**

## **SKILLS**

Skill / Level / Year practiced

MS Word, Excel, Power Point / Intermediate / More than 10 years

Salesmanship / Advanced / More than 10 years

Sales Management / Intermediate / 8 years

Leadership and interpersonal skill / Intermediate / 5 years

## **LANGUAGES**

Language / Active / Passive

Indonesian / Excellent / Excellent

English / Advance / Advance

Mandarin / Fair / None

## **REFERENCES**

References available upon request.