

FAJAR KURNIAWAN S.H, C.T, C.SA

ADVISOR, SALES LEADER, PEOPLE DEVELOPMENT WITH
CERTIFIED TRAINER BNSP



CONTACT

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✉️ fajarkurniawan0829@gmail.com

📍 Palembang City

🌐 <https://www.linkedin.com/in/fajar-kurniawan-69294880>

SKILLS

- Project Management
- Public Relations
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking
- Training & Development

LANGUAGES

- English (Proficiency)
- Indonesia (Fluent)

REFERENCE

Didiek H Setyawan

CEO Nusantara Projek Konsultan

Phone: 0896-3522-3760

PROFILE

A results-driven Senior Sales Manager with over 16 years of experience leading sales and business development across Indonesia. Proven track record in FMCG, Telecommunications, Startup Ecosystems, and Lubricant industries. Skilled in building regional strategies, developing people, and delivering measurable business growth. Certified BNSP Level 4 Trainer, passionate about empowering teams and driving market expansion.

WORK EXPERIENCE

Pertamina Lubricant APR 2024 - PRESENT
Consultan Regional 2 Sumatera

- Supervise and coordinate operations across all work units in the region under his/her responsibility, ensuring all activities run in accordance with KPI targets and company policies
- Lead regional teams to achieve business goals, identify growth opportunities, and overcome challenges by providing strategic solutions and working closely with all internal divisions
- Interact with clients, partners, and other external parties to strengthen business relationships, while maintaining the company's reputation in the region

Agriaku Digital Indonesia Mar 2023 - Mar 2024
Head Of Business Development

- Directing the team to find new seller to join the Ecosystem Agriaku
- Directing the team to Seek the most appropriate forms of cooperation and products offered for each Partner
- Develop OKR and KPI for the team in accordance with company targets
- Coordinate with related parties to present suitable products for partners
- Maintain good relations with partners and become the main gateway for communication between Agriaku and Seller's

Rantai Pasok Teknologi Mar 2022 - Feb 2023
Head Of Account Management & Expansion

- Directing the team to find new partner which has cold storage to join the Ecosystem Fishlog
- Directing the team to seek the most appropriate forms of cooperation and products offered for each partner
- Develop KPI and OKR for the team in accordance with company targets
- Coordinate with related internal parties to present suitable products for partners

Tinvio Indonesia Feb 2021 - Jan 2022
Regional Business Development Manager

- Responsible for managing overall regional performance by developing strong business strategies
- Transform core management OKRs into excellent execution by the area team to exceed organizational expectations. These strategies include market planning, monitoring area-level performance, and providing clear, solid, and actionable directions to the area team
- Work closely with 3 Area Managers and 16 Sales Associates to ensure effective implementation by the field force

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WORK EXPERIENCE

Grabkios Indonesia MEI 2016 - JAN 2021
Regional Sales Operation Manager

- Responsible for managing overall regional performance by developing strong business strategies
- Transform core management OKRs into excellent execution by the area team to exceed organizational expectations. These strategies include market planning, monitoring area-level performance, and providing clear and actionable directions to the area team. Work closely with 6 Area Managers, 6 Supervisors, and 68 Field Operations personnel to ensure effective execution by the field force
- Ensure all teams achieve their targets based on KPI metrics and maintain clear communication with all partners regarding the programs

Graha Prima Mentari [Danone Distributor] APRIL 2015 - APRIL 2016
Sales Manager

- Responsible for managing overall regional performance by developing strong business strategies
- Transform core management OKRs into excellent execution by the area team to exceed organizational expectations. These strategies include market planning, monitoring area-level performance, and providing clear and actionable directions to the area team. Work closely with 6 Area Managers, 6 Supervisors, and 68 Field Operations personnel to ensure effective execution by the field force
- Ensure all teams achieve their targets based on KPI metrics and maintain clear communication with all partners regarding the programs

XL Axiata Tbk MAR 2010 - MAR 2015
Area Sales Manager

- Managed area territory to improve distribution flow and brand awareness
- Executed strategies such as sales promotions and customer engagement initiatives
- Developed cluster areas to drive sales and revenue growth by coaching distributor teams
- Conducted competitor analysis and actively participated in community events and brand image activities, including branding in stores and public spaces

XL Axiata Tbk JAN 2006 - FEB 2010
Area Sales Supervisor

- Led the sales and promotion team to monitor all operational activities
- Managed the territory to improve distribution and brand awareness through effective communication and problem-solving with all stakeholders



EDUCATION

Bachelor of Laws SEP 2011
SJAHYAKITRI UNIVERSITY
GPA: 3.27