





My Contact

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My Skills

Project Management



Problem-Solving



Creativity



Leadership



Imelda Christiana

EXECUTIVE SUMMARY

- Senior commercial and general management leader with 20+ years of progressive experience across fintech, food delivery, FMCG, retail, hospitality, property, and B2B services. Proven ability to build, scale, and transform multi-region businesses, delivering triple-digit growth, sustainable profitability, and market expansion in fast-changing environments.
- Extensive track record of owning large P&L, leading regional and national operations, and driving end-to-end go-to-market strategies, including merchant and customer acquisition, pricing, promotions, and performance management. Highly experienced in partnering with multinational corporations, regional HQs, and global brands including Grab, OVO, Unilever, Kimberly-Clark, McDonald's and Yum Group
- A data-driven, people-centric leader recognized for building high-performing teams, strengthening governance and processes, and delivering consistent results through disciplined execution.

Imelda Christiana

Work Experience

● REGIONAL HEAD – KALIMANTAN & SULAWESI

GrabFood Indonesia (Grab – APAC Super App) | 2022 – 2024

- Led regional commercial strategy across Sulawesi and Kalimantan, covering merchant acquisition, revenue growth, and platform adoption
- Delivered sustained double-digit sales growth through high-impact merchant promotions and strategic partnerships
- Drove aggressive city-level market expansion, onboarding major local and regional brands
- Implemented sales enablement tools and real-time dashboards, improving forecasting accuracy and execution discipline
- Built, coached, and led a high-performance regional sales organization consistently exceeding targets

● REGIONAL HEAD – SULAMPAPUA & BALINUSRA

OVO Indonesia (Visionet International – Fintech) | 2018 – 2022

- Owned end-to-end growth across Sulawesi, Maluku, Papua, Bali, and Nusa Tenggara
- Scaled merchant base, app downloads, and transaction usage by 150%, significantly exceeding regional KPIs
- Secured strategic partnerships with major malls, property owners, and brand principals, delivering co-branded campaigns and events
- Managed and optimized regional marketing budgets, reallocating spend toward high-ROI initiatives
- Acted as a key liaison between regional operations and national leadership

● GENERAL MANAGER

Trans Studio Mall Makassar (CT Corp / Trans Kalla) | 2015 – 2018

- Held full P&L accountability for a 50,000 m² net leasable area flagship shopping mall
- Achieved IDR 250 billion annual revenue, 100% occupancy, and IDR 160 billion EBITDA
- Secured long-term contracts with international and national anchor tenants including Uniqlo, MAP Group, and Ismaya
- Led leasing, operations, marketing communications, sponsorships, and business development
- Drove operational efficiency through strict OPEX control and performance management



Work Experience

NATIONAL HEAD OF HORECA

PT Tiga Pilar Sejahtera (FMCG) | 2014 – 2015

- Built and launched the national Horeca sales channel for staple food products
- Won McDonald's Indonesia by repositioning rice from a commodity to a value-added product, improving profitability and quality standards
- Expanded business with international airline caterers, including Batik Air, through menu ideation strategies
- Designed distributor and channel frameworks to accelerate Horeca penetration

NATIONAL ACCOUNT HEAD

Kimberly-Clark Indonesia | 2013 – 2014

- Managed nationwide modern trade and minimarket key accounts including Carrefour, Hypermart, Alfamart, and Indomaret
- Led joint business planning, trade investment optimization, and distributor execution nationwide

GENERAL MANAGER

Regus – Menara BCA, Grand Indonesia | 2012 – 2013

- Led a premium business center serving 400+ corporate clients
- Drove profitability through occupancy optimization, customer retention, and upselling
- Worked closely with APAC marketing, finance, and HR teams

EARLY CAREER – SALES & KEY ACCOUNT LEADERSHIP

KEY ACCOUNT MANAGE & SALES MANAGER MODERN TRADE

Unilever Indonesia – Food Solutions Division | 2006 – 2011

- Delivered 158% sales growth in Modern Trade and 180% growth in local chain accounts
- Managed international key accounts including YUM Group and McDonald's
- Led menu ideation and product launch initiatives across national customers

CORPORATE ACCOUNT MANAGER & RSM WEST

Johnson Diversey Indonesia | 2005 – 2006

- Managing account in the West Area of Indonesia (Sumatra and Jakarta).
- Develop the right solution for Hygiene and Sanitation program for lodging, quick service restaurants, laundry outlets, building service contractors and distributors as the stock points (e.g Hyatt Hotels, Hilton Hotels, Shangrila Hotels, 5 @ Sec Laundry, Bakmi GM)
- Develop an achievable and reasonable target to be achieved by the team ☒ Develop new key accounts
- Dealing with decision makers and operational managers from all accounts ☒ Expanding Market Penetration Index against direct competitors
- As a Corporate Account Manager, responsible to develop key accounts which aligned with Regional Direction (Hongkong Head Office) ☒ Support other Regional Sales Manager to de



EDUCATION

- **Bachelor's Degree – English Literature**
Hasanuddin University, Indonesia
- **Youth Exchange Program – Canada–Indonesia**
British Columbia, Canada



TRAININGS

- Miller Heiman Strategic Selling – Bangkok
- 7 Habits of Highly Effective People – Unilever Indonesia
- Effective & Efficient Managers – Kuala Lumpur
- MICE & Executive Sales Programs



LANGUAGE & SYSTEMS

- Languages: English (Fluent), Bahasa Indonesia
- Systems: CRM Platforms, Microsoft Office, Excel, PowerPoint