



# MOMOG IRNAWAN

## CEO

Hello, my name is Momog Irnawan. I'm a passionate Senior Executive with 26+ years of experience in FMCG industries and B to C automotive.

## CONTACT



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kec. Serpong, taman giri loka, blok C23A, BSD city.

## EDUCATIONS

November 1999

### BACHELOR DEGREE IN ECONOMICS,

university of Mahasaraswati

- specialized in Marketing Management.
- graduated with high scores

### TRAINING (HIGHLIGHTS)

- Route To Market (Trainee The Trainer program) – Paris 2012 (DANONE)
- Leadership for Growth – Berlin 2014 (Danone)
- New Gen Program – Shanghai 2015 (Danone)
- CAT University – Singapore 2016 (Danone)
- Distributor Management Program- Kuala Lumpur (BP Castrol)

## PERSONAL INFORMATION

### DATE OF BIRTH

- Fak-fak, june 4 1974

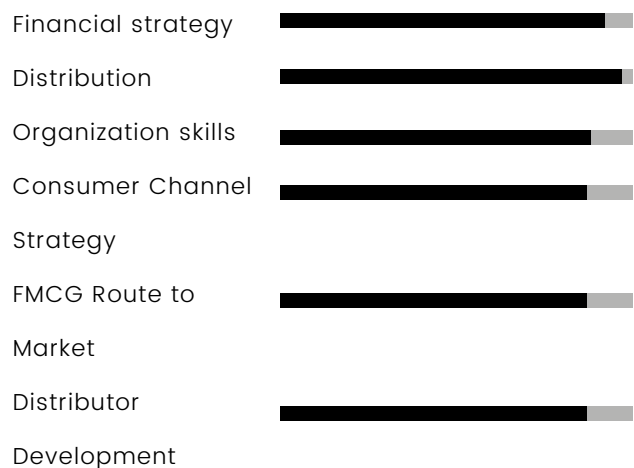
### OTHER INFORMATION

- Married with 3 children
- personal interest: photography, off-road adventures, cycling and travelling.
- highly mobile

### AWARDS RECEIVED

- Top Favorite Project World Wide Danone 2015 for Aqua Ladies Program
- Top Performer Sales World Wide BP Castrol (2007)

## MY SKILLS



# CAREER HISTORY

## MOMOG IRNAWAN

Alamat: kec. serpong, taman giri loka,  
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### PT. RTMART GROUP INDONESIA (MAY 2020-NOW)

#### CEO

*one of the founders for e commerce company established in October 2018. As revolutionary of distribution model through digital close loop platformed (application & web based) who connect the brand, channel and the consumers for more control and more engagement to the market.*

- Has succeed to connect and develop the digital distribution model for 12.500 Merchants connect to their 38.000 of consumers.
- Create unique model and attract big brand of consumer goods & people communities to join as strategic partners.
- Has succeed to bring the company value started just a concept into the valuation of IDR 100bio market value in 2019 and grow to IDR 400 bio by 2020.

### MPM (PT. PUTRA MUSTIKA PRIMA) (JULY 2018- APRIL 2020)

#### CEO

- Increase the NPAT grew by 36%
- Improve the Opex efficiency through efficiency of logistic model
- Improve the AR management through integrated system (front end, back end, collection organization, and new way of work)
- Improve the inventory management through ROFO and good warehousing practice
- Re design the whole organization model for business acceleration with efficient structure and optimum role
- Established the IT system to reduce cost and optimize the business operational quality and

### DANONE AQUA –AQUA, MIZONE, LEVITE (2012 – JULY 2018)

#### DIRECTOR

*Double role as Regional II West Java & Jabodetabek (2013-2018) and Direct To Consumer Channel Director (2009-2018).*

- Reached the best region growth on Beverages category (7%)
- Rebound the AQUA 600ml bottle market share in Jabodetabek area by 51%.
- Revived the National Beverage from minus 22% into plus 1% growth by SM one 2014
- Succeeded to expand 4200 sites of Aqua Home Service with 35% volume growth (jugs)
- Initiate the BSF model (Beverage Sales Force) and Golden Zone concept as the driver of beverages growth.
- Considered as a rising star director at Danone

### DANONE AQUA - AQUA, MIZONE & VIT (MAY 2009 - 2012)

*Sales & Channel Development Director AQUA and Vit (General Trade - National), based in Jakarta (May 2009- 2012)*

- Rebound AQUA Cup Market Share from 18% into 24% through breakthrough channel
- development program on Star Outlet called "AQUA Vaganza" (focus in Jabodetabek & West Java)
- Bring the General Trade Sales team into the new way of work on Channel Development through
- sustainable partnership program with Retailer called AQUA Ambassador (Retailer contribution)
- 30% from the total AQUA Business)
- Successful on introducing and Roll Out the new concept of Distribution model trough "Pre Seller & DANONE DREAM STORE Program" resulted up to 89% volume growth on Retailer
- Bring the "Pre Seller" project as one of TOP 3 best project over DANONE Water Worldwide" (July 2010)
- Stream Line "Vit" Distributorship from 78 Distributors into 62 Distributors and creating there
- Zone Development focus, resulted into 102% Yearly volume achievement.
- Revitalize AQUA Home Service channel up to 2000 sites with 5.1% volume contribution on
- Jugs product (achieved the most favorite project, the highest voter for water category on Danone Award competition.)

### BP CASTROL INDONESIA (AUGUST 2004 – APRIL 2009)

*Sales Channel Development Executive, based in Jakarta (December 2005-July 2007)*

- The Best Performance for Bike Point Channel in Asia Pacific with criteria as follows :
  1. Volume growth (58% from 2005)
  2. Developing New Outlet (from 308 outlets become 1.300 outlets in 2006 and 1.500 in the mid of 2007)
  3. Revitalization un performed Bike Point (especially in North Sumatera, Makassar, central Java, West Java & Jabodetabek )
- Achieved Asia Pacific Top Performers on 2006
- Recognized for Sales Achievement, Growth and Innovation on Channel Development.
- As a member of National MCO strategy team in September 2006 for 2007 Distribution Plan.
- As a trainer for National Distributor's Supervisor on Channel Management.

# CAREER HISTORY

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## BP CASTROL INDONESIA (AUGUST 2004 – APRIL 2009)

Area Sales Executive – Bali,NTB,NTT based in Denpasar (August 2004-Dec 2005)

- Bring distributor to achieve the best growth for 4T product on 2004. (111% Growth)
- Received Castrol Award for "Out of The Box Initiative " thru Student Rolling Thunder event and First Time User Attack on 2004 (publication by TV 7 on the morning news, Otomotif tabloid , CDBS Radio and Bali Post .
- Member of National Tag Team for PCO and CVO space development
- Pioneer for Castrol school campaign (First Time User Attack) and currently become an National project for 5 big cities.
- Bring distributor to position the biggest 4th

for PCO/CVO in Indonesia in 2005

- Pioneer for Motorist team for retail channel and become a National Project for 5 big cities.
- The best National Bike Point development (volume growth, compliance & expansion) and promoted to become Sales Channel Development Executive for National Bike Point Channel

## PT PHILIP MORRIS INDONESIA - MARLBORO (2002 – 2004)

District Sales Supervisor – Bali area ( August 2003 – August 2004)

- Developed skills & competencies of sales forces (Distributor supervisors and salesmen) in Bali area. Hired and trained retail salesmen.
- Developed retail channel by maintaining and growing Marlboro's availability and distribution.
- From 2002 to 2004 distribution in my coverage is maintained at 99% for Marlboro Red and 98% for Marlboro Lights.
- Increased WS coverage especially in East & North Bali . Numbers of WS in those areas covered
- was increased to approximately 50 outlets in 2004 from 100 in 2003.
- Successful field execution of Trade Marketing Program. Increased placement of Permanent Point of Sales Materials in traditional outlets.
- Supervised implementation of new sales information system for Retail & Wholesaler sales force.
- Successful for field execution of space contract in Modern Channel and increase 15% volume on the particular Program. (Marlboro Red, Lights & Menthol)

District Sales Supervisor – Surabaya area ( January 2002 – July 2003)

- Developed skills & competencies of sales forces in Surabaya area. Hired and trained retail salesmen.
- Developed retail channel by maintaining and growing Marlboro's availability and distribution.
- From 2002 to 2004 distribution in my coverage is maintained at 99% for Marlboro Red and 96% for Marlboro Lights.
- Successful field execution of Trade Marketing Program. Increased placement of Permanent Point of Sales Materials in traditional outlets.
- Supervised implementation of sales information system for Retail sales force.

## KAPAL API (2000– 2002)

Area Sales Supervisor – Bali, based in Denpasar

*Managing 4 General Trade Salesman, 2 Key Account Salesman, 4 Motorist Salesman, 1 Warehouse coordinator, 6 warehouse staff, 4 Delivery team & 2 Key Account SPG,*

- Pioneer for Mini market development in Kapal Api group in Indonesia
- Success to enlarge the coverage by additional 4 New van sales team ( 1 van sales team for every district)
- Success to increase the volume growth for slow moving product (Kapal Api from 4% to 25% growth) by penetration in Supermarket and Mini Market.

## PT. AJINOMOTO SALES INDONESIA (1992– 2000)

Area Sales Supervisor – Bali, based in Denpasar

*Reports directly to Area Sales Manager & National Key Account Manager, is responsible for supervising and implementing sales & marketing program in Key Account channel.*

- The best growth for Calpico brand (124%) on 1998 vs 1997 (Dairy Product)
- The Best National selling for Sajiku Brand