



Didik Meiko

Date Of Birth Yogyakarta 13rd May 1975

Indonesian Citizen

Pengalaman 23 Tahun di bidang FMCG & Industri Ritel Multinasional sebagai Level Manajer Utama di Distribusi Indonesia (Perdagangan Tradisional & Modern), Kemitraan Strategis Sampoerna Retail Community (SRC), Route To Market, Strategi Komersial, Rantai Pasokan, Distributor & Sistem Manajemen Gudang.

23 Years Experiences in Multinational FMCG & Retail Industry as Top Managerial Level on Indonesian Distribution (Traditional & Modern Trade), Strategic Partnership Sampoerna Retail Community (SRC), Route To Market, Commercial Strategy, Supply Chain, Distributor & Warehouse Management System

Saat ini fokus menjabat sebagai Chief Executive Officer PT. DMMX Distribution Pentabenua (2021-Present)

Currently focus serving as Chief Executive Officer of PT. Pentacontinental DMMX Distribution (2021-Present)

Education :

1994 - 1999 Bachelor of Economics Faculty of Economics Management of Satya Wacana Christian University

1998 Participating in EASE (East Asia Student Exchange)

Career

2013 (March)- 2019 (DECEMBER): Strategic Partnership Sampoerna Retail Community (SRC), National Key Account Manager of PT. HM Sampoerna Tbk, One Pacific Place 18th Floor, Jl. Jend. Sudirman Lot. 52-54, Jakarta 11510, Indonesia.

Responsibility: Sampoerna Retail Community (SRC) & Modern Trade

- Route To Market Sampoerna Retail Community Program in National Wide
- Alignment WS Mitra to Sampoerna Retail Community on Supply Chain
- Strategic Partnership with principle and financial institution
- Distribution Management in Traditional Trade, SRC, WS, Warung, Rombong as Channel Development
- Achieve KA Department Original Budget \$ 1.109 million, Volume 7,63 billion sticks and to increase SOM from 62% to 65% (+3 Share points) to support total HMS Corporate Goal.
- Manage and supervise 2 NKAM (Minimarket Type and Convenience Store Type), 4 Key Account Executive, 1 KABP Manager, 3 KABP Executive, 1 Trade Marketing Manager, 1 Trade Marketing Executive.
- Ensure robust and timely implementation of Key Strategy as per long rang plan 2013-2015 that leverage MT as premium communication platform to build superior visibility and awareness.
- Secure Prolong Contract for 3 years for major Key Account with optimizing ROI analysis (Consumer Promo, Trade Promo, Value Added Program).
- Develop New Retail Segmentation and roll out new POS Segmentation Model for KA stores to improve resource allocations and focus marketing activities for better return on investment - Q3
- Develop and implement online integrated scan sales by stores by day with potential expansion to B2B integrated business model - Q4
- Improve MT Premium platform visibility through new and innovative backwall designs in strategic account and selected premium stores of Supermarket. Plan to roll out and complete 2.500 new designed PPOS - Q2.
- Build an agile and winning KA team to support MT channel expansion in Indonesia. Restructure the KA Organization to reflect the evolving Indonesia's MT business environment to ensure adequate focus for future growth and to meet PMI global standard. Enlist the support of PMI regional KA Taskforce to assess current KA JD, capability and resource needs moving forward - Q1

Achievement:

- Achieve KA Department Original Budget \$ 1.426 million, Volume 9,8 billion sticks and to increase SOM from 62% to 66% (+4 Share points). Result is reading YTD December 2013.

- Primary contract in top 10 MM/CVS has been secured (Indomaret (70%), Circle K (55%), 7 Eleven (100%), Lawson (100%), Family Mart (100%), Bright (100%), Starmart (100%), Patramart (100%) and Petronas 100%. Final agreement with period 2013-2016.
- Cost per 000 sticks can be managed under 1.6 USD (average KA – Global 2011) from 0.81 in 2012 to 0.79 in 2013
- POS Segmentation Model has been developed in Q2 and utilized in several brand activities (Marlboro Red Rush & Connection, and DSS 99 Years) and the new premium backwall deployment (Indomaret, Sogo, Foodmart). POS Segmentation tools (excel based) has been ready in Q2
- On line Integrated Scan Sales: written agreement to build the system has been achieved in Q1, user requirements has been defined by KA, collaborating with Sales Business Development and IS team. The system was ready in the end of Feb 2013
- 2.500 new backwall design has been deployed in Key Account based focusing on grow and secure clusters. Secondary planogram contract has been done in 8 major accounts, which contributed to the increase of total Share Of Facing from 38%.
- KA organization has been reformed in order to meet Commercial needs. KA Job Description has been made together with HR department in September 2013
- All KA team has taken FCP training in November 2013. Compliance E Learning has also been applied to all KA team members during 2013.
- KA Workpoint has been developed as a tool for Indonesia KA knowledge and cycle guidance sharing not only to internal KA but also to all sales department.

2010- Present: Zone Manager Developing Channel (Modern Trade and Traditional Trade on Quantum Leap Distribution) of PT. Johnson Home Hygiene Products Mid Plaza I, 16th Floor, Jl. Jend. Sudirman Kav. 10-11, Jakarta 10220, Indonesia.

Responsibility: Modern Trade

- Develop advance Modern Trade Department to world class organization and fast growing channel in Indonesia.
- Manage and supervise 2 NKAM (Hypermarket type and Mini Market Type), 5 KAM, 4 AM, 12 Key Account Executive
- Strategic Trade Budget Spending base on ROI analysis (Consumer Promo, Trade Promo, Account Specific Program, Fix Rebate, Conditional Rebate, and Others program).
- Supervise Trading Term and active negotiate to key account (all causal in Trading Term, volume incentive, rebate, promotion fund, promotion activity)
- Develop Distributor on managing Key Account as business unit with DMPPR and Profit and Loss analysis.

Achievement:

- World class Modern Trade Team by get JLI Certificate (Competency, Strategic Analysis and excellent execution)
- Sales MT 8% above budget and Growth 17% vs FY 1011. End of result DPM 12% above budget
- Reduce Trade Spend by 4% by listing package deals and efficient on Distribution cost (direct sales to MT)
- Distributor customer service improve to 92% and improve distributor net profit become 2.5%
- Implementation of Category Management in Hypermarket and Mini Market, as MT growth driven (assortment), strategic & Tactic, Fixturization

Responsibility: Traditional Trade, Quantum Leap Distribution

- Develop Distributor capability to become world class distributor (sales people competency, knowledge of area coverage, standard of reporting and P&L analysis.
- Re-mapping distributor from 108 distributor (112 Depo) to 67 distributor (118 Depo), efficient on distributor management, reduce cost of distributor handling (reduce point of delivery) but high sales result.
- Leverage area distribution “product flow / trade structure” (wholesalers, Active wholesalers) to maximize “availability” vs. direct coverage, in order to reduce “cost to serve” in expanded universe.
- Drive numeric distribution in white space/ expanded universe by open learning markets with “inputs/ investments” that are “scale able and sustainable”; keep fine tuning plans based on ROI.

Achievement:

- Distributor Re-mapping have implemented and 67 distributor get standardize of operation procedure (warehouse management, sales management, AP & AR, transportation, and product handling & Reporting)
- Increase traditional profit 19% with reducing point of delivery by distributor and reduce AR from 40 days to 30 days.
- Quantum Leap Distribution have running on 21 area coverage in Java, Sumatera, Kalimantan, and Sulawesi and increase 230.000 numeric distribution.
- 320 wholesaler as mitra outlets to get product distribution (in-direct distribution) and product merchandising in 2nd retailer.

2007-2010 : National Key Account Manager (NKAM) of PT. Johnson Home Hygiene Products
Mid Plaza I, 16th Floor, Jl. Jend. Sudirman Kav. 10-11, Jakarta 10220, Indonesia.

Responsibility:

- Manage all Modern Trade Department (Modern Trade Key Account & Modern Trade Independent), nationally.
- Develop and monitoring annual National Modern Trade Budget Spending (Consumer Promo, Trade Promo, Account Specific Program, Fix Rebate, Conditional Rebate, and Others program).
- Develop annual Trading Term and active negotiate to key account (all causal in Trading Term, volume incentive, rebate, promotion fund, promotion activity)
- Monitoring distribution and service level in each key account should be minimal 95% and make why chart analysis to define and solve the distribution problem.
- Conduct Business Review Meeting, Top to Top Meeting with Key account quarterly bases.
- Manage New Product Development (NPD) Report and analysis in line with Budgeting (Listing Fee & Promo Support Budget), Promotion Activity, and product allocation by region.
- Develop category of Aerosol and Electric performance improvement, based on account specific plan with Marketing and Trade Marketing department to improve distribution and market share.
- Develop partnership program in term of joint promotion, joint sales forecast, and category management
- Project: Develop Key Account Planning (KAP+) as KPI's Key Account Manager/Officer (sales volume, budgeting, shared growth, space management, promotion activity, strategy execution, and time line).
- Project: Key Stone to make report analysis in store level in term of product Handling, availability, Out of Stock, distribution (numeric and Weighted)
- Project: National Office-Direct Sales Distribution (DSD) for 6 big Key Account (Carrefour, DFI, Matahari, Indomaret, Indogrosir, Alfa Group and Makro).
- Project: Develop Profit & Loss by area/regional sales center based on sales achievement and expenditure.

Achievement:

- Achieve Target Profit & Loss 28% from LY 22% with utilize corporate program in visibility and promotion package in store level
- Sales Modern Trade Department Growth by 18% vs LY (Target 15%), above 6% from national figure (12%).
- KAP+ already done (finished) and the Game Plan program will running periodically based on agreement from Trading Term.
- Successful on handling program Marketing Public Relation "Demam Berdarah" Clinic & Knowledge in Supermarket and Hypermaket for 7 big cities.
- Successful on handling New Product Development 8 Products as Global products assortment.
- Trading Term for all National Key Account already finished. Monitoring and implementation of annual Trading Term business in weekly activity.

- 100% numeric of distribution for Bayclin Cleaner in National Key Account, and improve avg 12% weighted in 3 month (with using off location program)
- Category Management partnership in term of Space sales planing with MT Key Account and Top 150 MT Independent.
- Increase service level from avg 87% to avg 95% in all Modern Trade.

2004- 2007 : Key Account Manager (KAM) of PT. Johnson Home Hygiene Products
Mid Plaza I, 16th Floor, Jl. Jend. Sudirman Kav. 10-11, Jakarta 10220, Indonesia.

Responsibility:

- Manage Multinational and National Key Account: Hero, Giant, Start Mart, Makro, Carrefour, Indogrosir, Indomaret, Lion Superindo.
- Develop yearly National Modern Trade Budget Spending (Consumer Promo, Trade Promo, Account Specific Program, Fix Rebate, Conditional Rebate, Common Assortment Fee, and Others program).
- Monitoring Modern Trade Budget Spending by Monthly and make monthly Budget Score Card.
- Develop and monitoring yearly sales target and passing by weekly sales achievement by account and by Regional Distributor.
- Develop Sales Score Card by weekly by account by category and by Regional Distributor.
- Monitoring distribution and service level in each key account should be minimal 90% and make why chart analysis to define and solve the distribution problem.
- Manage New Product Development (NPD) Report and analysis in line with Budgeting (Listing Fee & Promo Support Budget), promotion activity, and product allocation by Regional Distributor.
- Develop yearly Core Account Planning, Game Plan, Account Fact File and measurements (sales volume, budgeting, shared growth, space management, promotion activity, strategy execution, and time line).
- Develop and deeply monitoring Account Receivable/AR by account and Regional Distributor with using AR Score Card.
- Control Regional Distributor profitability for modern trade division in term of all financial problems (cash flow and AR).
- Manage Regional Distributor Modern Trade distribution coverage (Numeric, Weighted) and product replenishment process by category and by sku's.
- Develop and monitoring Trading Term to implement excellent execution (all causal in Trading Term, volume incentive, rebate, promotion fund, promotion activity)
- Develop and monitoring Profit & Loss (P&L) by using Return On Investment/R.O.I analysis.
- Develop an agreed upon balanced scorecard and SWOT analysis to measure key account performance.

- Develop category/brands performance improvement, make account specific plan with Marketing and Trade Marketing to maintains and improve market share.
- Conduct Business Review Meeting, Top to Top Meeting with Key account quarterly bases.
- Monitoring and analysis the market situation, in the short term, medium, and long term including market share growth, competitor activity and consumer update.

Achievement:

- Account Plan 2005 already finished on Key Account Workshop November 2005, and Joint Game Plan program with Key account have been running on January 2005. (setup sales target, promotion activity, market share, space share, service level)
- National Modern Trade Budget Spending 2005 already finished November 2004 and starting implementation and monitoring by Budget Trade Spend Score Card on January 2005.
- Trading Term 2005, all Key Accounts has been done on March 2005 and monitoring Trading Term clausal achievement by monthly.
- Analysis P&L to manage brand performance, budget allocation, account specific program by category inline with key account performance by quarterly.
- Sales target monitoring by Account, category and product with using weekly Score Card have been running on January 2005, and make category analysis and product performance every month.
- Increase sales achievement 36% from past year (July-June) and achieve 12% above annual sales target by year to date June 2005.
- Reduces over due of Account Receivable/AR with control and monitoring AR Score Card and negotiation to reduces time of payment schedule:
 - Category Black : 30-45 days from 12% to 0%
 - Category Red : 21-30 days from 9% to 0%
 - Category Yellow: 14-21 days from 16% to 2%
 - Category Green : 07-14 days from 58% to 47%
- Increase Service Level from 78% to 90% by using service level score card, Why Chart analysis, re-route delivery coverage and increase buffer stock in Regional Distributor passing by month and monitoring schedule of dispatching product to all regional distributor.
- Reduces time of product New Product Development/NPD listing from 2 months to 2 weeks implementation in store level and new product already captures on plan-o-gram and store's shelving.
- Increase Regional Distributor profitability Java and Sumatra for Modern Trade division from average 5.3% to average 9.1% by monitoring Profitability score card, monitoring AR and cash flow, distribution Coverage Numeric & Weighted, and control stock replenishment system.

- Growth Modern Trade market share above growth market share national, base on AC Nielsen data by Category:
 - Insect : 43% to 57% above 9 points
 - Repellent : 21% to 38% above 3 points
 - Air Freshener: 23% to 27% above 7 points
 - Bleach : 56% to 64% above 4 points

2001- 2004 : Key Account Executive of PT. Philip Morris Indonesia, Wisma GKBI, Suite 1801. Jl. Jend. Sudirman Kav. 28 Jakarta 10210, Indonesia.

Responsibility:

- Mapping the market and identifying the opportunities.
- Develop yearly Core Account Planning, Game Plan, Account Fact File and measurements in conjunction with account (sales volume, shared growth, relationships, promotion activity, strategy execution, and time line).
- Strive to achieve organization commitment to execution of local and global contract of agreement in Key Account (Trading Term, volume incentive, rebate, promotion fund, promotion activity)
- Develop an agreed upon balanced scorecard and SWOT analysis to measure key account performance.
- Suggest how the category/brands performance is can improve (product mix, merchandising, availability, visibility, promotion,...)
- Monitoring and analysis the market situation, in the short term, medium, and long term including market share growth, competitor activity and consumer update.
- Win-win negotiation objective-mutual objectives are to increase sales volume, market share and profit in Key Account.
- Develop and monitoring Profit & Loss (P&L) by using Return On Investment/R.O.I analysis.
- Implement Availability-Inventory-Merchandising Strategy (AIM)
- Monitoring distribution and service level in each key account.
- Manage Multinational and National Key Account: Makro, Carrefour, Hero, Giant, TOPS, Start Mart, Indogrosir, Indomaret, Lion Superindo.
- Conduct quarterly Business Review Meeting, Top to Top Meeting, and Casual Meeting with Key account.
- Monitoring distribution in Jabotabek area from distributor to each modern outlet in 4 Area Sales Officer.

Achievement:

- Account Plan, Game Plan, and Account Fact File already done in each key account by January 2004.

- Analysis to measure key account performance with using balanced scorecard, SWOT and P&L analysis by quarterly.
- Increase sales volume 64% from past year and achieve 51% sales above annual sales target by year to date September 2004.
- Reduces Out of Stock (OOS) below 5% in key account handled by year end, based on SRI / AC Nielsen Research and ASMS data.
- Joint Account Plan and Game Plan with Indomarco Group and setup yearly sales strategic (Sales Target, Fix Purchase Order, and Promotion Activities) in spirits of sales target achievement.
- Youth Smoking Prevention Program, 2 years program Marketing Campaign in Indomaret and Lion Superindo (Nationally), Press Conference 4 major Cities where Indomaret DC has been residing in these cities
- Achieve 62% share of market white cigarette in key account at current margin by year end.
- Improve service level from 70% to 90% by average month in 2004
- Successful to conduct training for promoters & team leaders in Jakarta and Bandung by April 2004.
- Maintain price parity (all variants) sells at below banderol in key Account by starting January 2004.
- Successful to conduct promotion activity for launching new product in Key Account by March 2004.
- Visibility expansion in Hero + EKS TOPS from 31 stores to 57 stores.
- Successful to take over visibility in Starmart from BAT and I have made contract agreement to have visibility by Back Wall Placement on Starmart Outlet (39 Outlets) for 2 years and 8 months.

2000-2001 : Key Account Manager of PT. Kao Indonesia, Gatot Subroto Kav.31-32, Jakarta 12770, Indonesia.

Responsibility:

- Manage and deeply in charge of 5 Key Account, multinational and national chain store (Carrefour, Makro, Hero, Alfa, TOPS, Matahari)
- Setup yearly Master Plan and Business Plan of Key Account's sales target.
- Develop yearly contract agreement (Sales Target, Trading Term, Volume Incentive, Recognition Rebate, Unconditional Rebate, Good Damage Allowances, Best Price and Promotion Fund).
- Monitoring Distribution and Service Level in each Key Account.
- Create and manage efficient of promotion activity & budget sales expense.
- Increase market share in Key Account by Category (Facial, Body, House Hold, Sanitary Napkin).
- Quarterly analysis Profit & Loss (P&L) by category and by account.
- Coordination with Category Management and Space Management to make Trade Promo and Consumer Promo.

- Conduct quarterly Business Review Meeting with Key Account.

Achievement:

- Achieve sales volume 26% above sales target and share of market rose 11% average all category in key account by year end 2001.
- Maintain Brand equity of all brands in 5 key accounts with focusing and concentration to trade marketing activities by January-December 2001.
- Master Plan, Business Plan, and Contract of agreement to 5 key accounts have already done and starting on January-December 2001.
- Execution of timely to implement effective price and promotion strategy to keep market share 40% for skin care, Biore Body 48%, Sanitary Napkin 40% by year end 2001.
- Coordination with category management and space management to blocking competitor with full product line strategy in key account by June-December 2001.
- Achieve Net Operating Income +5.22% (profit) after tax in 5 key accounts from total expenses by year to date August 2001.

1998-2000 : Key Account Executive of PT. Lestari Megah Semesta, Garment (Manufacture and Supplier), Pulo Gadung, Jakarta Timur.

Responsibility:

- Handled Key Account in big chain stores such as Makro, Carrefour, Hero Matahari, TOPS, Ramayana, Alfa, Intraco Group, and Goro.
- Assisted Modern Trade Department in preparing market and sales information releases.
- Bimonthly presentation to management and analysis market share & market sales forecast.
- Supervise general marketing & sales (Trade Promo and Consumer Promo)
- Developed excellent communication with good relationship.

Achievement:

- Increase sales volume 15% and share of market 17% by year end 2000.
- Successful to conduct promotional activity with branding and festive packs (banded 2 pcs) for 4 months period in high level space by September-December 2000.
- Setting yearly market overviews: market shares, sales volumes, segmentation and competition by December 2000.
- Reduces Out of stock condition with track Out of Stocks consistently and solve Out of stock issue: create monthly availability form and inventory by February 2000.

Training and Workshop

1. The Art of Negotiation, Jakarta 2000 by Triklin Training.
2. Promotion Strategy, Jakarta 2000 by PPM Prasetya Mulya.
3. Key Account Management I, Jakarta 2001 by AC Nielsen.
4. Key Account Management II, Jakarta 2001 by AC Nielsen.
5. Category Management and Space Management, Jakarta 2001 by AC Nielsen.
6. High Impact Presentation, Jakarta 2002 by Dale Carnegie Training.
7. Sales District Supervisor, Jakarta 2002 by PT. Philip Morris Indonesia.
8. Key Account Management, Jakarta 2002 by PT. Philip Morris Australia.
9. Strategic Account Planning, Malaysia 2002 by Key Account Management School (KAM School).
10. Couching and Counseling, Jakarta 2003 by PT. Philip Morris Indonesia.
11. Achieving Customer service Excellence, Jakarta by TopConcept (Training & Organization Development)
12. Effective Consumer Response (ECR), Jakarta 2003 by AC Nielsen.
13. Advance Key Account Management Workshop, Jakarta 2003 by PT. Philip Morris Thailand & Glendinnings (Management Consultant).
14. Master Trainer, Jakarta 2003 by PT. Phillip Morris Indonesia.
15. Situational Leadership, Jakarta 2004, by PT. Philip Morris Indonesia
16. Space Management ver. 7.2 training, Jakarta 2005 by AC Nielsen
17. Implementing Key Account Management, Jakarta 2005 by AC Nielsen
18. Performance Management Process, Jakarta 2005 by PT. Johnson Home Hygiene Products
19. Distributor Profitability, Jakarta 2006, by PT. Johnson Home Hygiene Products
20. Mass de Marge/Commercial Margin, Paris 2007 by Global Account, PT. Johnson Home Hygiene Products.

21. Shopper Insight Training, Paris 2007 by Information Resources, Inc, IRI International
22. Category Plan/Joint Business Plan (JBP), Paris 2007 by Management Venture, Inc, MVI International