



Budiasto Kusuma
Date Of Birth Kediri, 21st Juni 1979
Indonesian Citizen

Warga Negara Indonesia, 42 tahun. Memperoleh gelar Magister di bidang Manajemen dari Yayasan Pendidikan dan Pembinaan Manajemen (PPM) pada tahun 2009. Menyelesaikan gelar Sarjana Sistem Informasi dari Universitas Bina Nusantara pada tahun 2002. Menjabat sebagai Sales di Shelfy Toys (2002–2004); IT Developer di PT Sarana Griya Lestari(2004–2005); Marketing Manager (2005–2008); General Marketing Manager di PT Modern International Tbk (2008–2011, 2014– 2015); General Marketing Manager di PT Mitra Komunikasi Nusantara (2011–2014); General Manager di PT Digital Pariwara Mandiri (2015–2016); General Manager Marketing (2016– 2017); dan Chief Executive Officer di PT Digital Mediatama Maxima Tbk (2017– sekarang).

Indonesian citizen, 42 years old. Obtained a Master's degree in Management from the Management Education and Development Foundation (PPM) in 2009. Completed a Bachelor's degree in Information Systems from Bina Nusantara University in 2002. Served as Sales at Shelfy Toys (2002–2004); IT Developer at PT Sarana Griya Lestari (2004–2005); Marketing Manager (2005–2008); General Marketing Manager at PT Modern International Tbk (2008–2011, 2014–2015); General Marketing Manager at PT Mitra Communication Nusantara (2011–2014); General Manager at PT Digital Pariwara Mandiri (2015–2016); General Manager Marketing (2016–2017); and Chief Executive Officer at PT Digital Mediatama Maxima Tbk (2017–present).

Education

2007 – 2009 Post Graduate Program at PPM majoring Marketing Management

1998 – 2002 Undergraduate at Bina Nusantara University Majoring Information System

Career

PT Digital Mediatama Maxima Tbk

Chief Executive Officer

Aug 2018 - Present

Digital Mediatama Maxima is a digital trade marketing and cloud advertising exchange platform providing end-to-end services from content management, programmatic advertising to sales acquisition program.

Chief Marketing Officer

Apr 2017 – Aug 2018

Directing Marketing Team for Corporate & Retail for solution as follow :

- A. Hardware : Digital Signage, Content Player, Smart Analytic Camera
- B. Services : Content Management, Signage & Network Maintenance, Consumer Engagement, Targeted Location Based Activation
- C. Development : Custom Content Management System, Web & App System Development, Analytic Targeted Marketing Activation Ecosystem

PT ACE Hardware Indonesia, Tbk

Marketing & Communication GM

Oct 2016 – Mar 2017

Report to Marketing Director

- 1. Directing Strategic Promotion & Advertising
Build Strategic Marketing Plan to maintain & grow Kawan Lama Retail for all Business Unit such as ACE Hardware Indonesia, Informa, Toys Kingdom, Cha Time & Cup Bob
Manage execution to deliver the plan to implementation.
- 2. Directing Creative Team Concept.
Develop Creative Team to support core Strategic Marketing implementation
- 3. Directing Activation Team
Develop Activation Team to build a strong activation supporting all Retail Business Unit
See less

PT. Digital Pariwara Mandiri

General Manager

Jan 2015 – Oct 2016

Role :

- 1. Set Up a Marketing Company with 3 Core Services as Follow :
 - A. Digital Marketing
Providing Digital Marketing Strategic Creative Concept & Implementation
 - B. Marketing Activation
Develop Brand & Trade Marketing Activation Concept & Implementation
 - C. Marketing Collateral Production
Produce Marketing Collateral from Creative Design to Physical Marketing Tools Production

2. Building Strategic Partnership with Consumer Good & Retail eq:
 - A. Agency Partner for Strategic Marketing, DigitalMarketing & Trade Marketing Activity
 - B. Strategic Partner with Telkomsel Point & TCash for Digital Voucher distribution & activation
 - C. Event Creator with several FMCG such as Mayora, Kino, Indosat, Philip Moris, Telkom, Multi Bintang and many more

PT. Modern Internasional, Tbk.

Marketing Dept Head - GM

Mar2014 – Dec 2014

- 1) Directing Strategic Marketing Plan for Modern Group
 - A. Market Research Development to capture the customer profile & behavior with developing internal Market Research team
 - B. Develop Marketing Plan to maintain & grow Brand & engagement to customer
 - C. Manage execution to deliver the plan to implementation
2. Developing digital marketing as part of organization strategic focus
 - a. Develop digital marketing as the new core channel to build a strong engagement with customers
 - b. Create Innovation & creative new channel to meet the new trend of technology & customer behavior.
 - c. Building collaboration from eCommerce to expand customer traffic, touch point & engagement from online to offline

PT Mitra Komunikasi Nusantara

Director of Retail & Marketing

Apr 2013 – Mar 2014

Directing strategic role for retail distribution channel such as

1. Own retail flagship store called "cyrus store",
2. Modern retail outlet such as hypermart, carrefour, giant, gramedia, and many more.
3. Online channel such as Lazada Indonesia, Bhinneka.com, Dinomarket.com, cyruspad.com and many more

Chief Marketing Officer

Oct 2011 – Mar 2013

Setting Marketing Strategic Role for "iCyruspad"

Such as:

- a. Creating Strategic Brand Dictionary for iCyruspad
- b. Build 360 degree Strategic Marketing Strategy, from market segmentation, positioning, to the core differentiation
- c. C. Develop Long Term and Short Term Marketing Plan for
- d. Above the Line and Below The Line Execution
- e. Develop the Marketing team for the proper execution.
- f. Calculate the budget as the core execution control

PT. Modern Internasional Tbk

Marketing & Communication Dept Head

Jan 2010 – Oct 2011

1. Setting Marketing & Marcomm Plan for All Department such as 7-Eleven, Fuji Image Plaza, MPhotoStudio, RICOH, Graphic Art, Medical, Telco, and Photography
2. Creating and implement the Marketing & Marcomm Activities from the customer research, concept, creative, procedure, until the budgeting.
3. Controlling implementation of the Marketing & Marcomm activities to meet the Budget and Target.
4. Coordinating all the Product Manager to create a synergy between each Department to sole Corporate Target.
5. Communicating with internal & external parties to build a strong Marketing and Marcomm strategic execution.
6. Developing new Marketing Channel through digital media such as social media, websites, and digital application to create a strong customer engagement.

Marketing & Merchandising Manager for Retail

Aug 2008 – Dec 2009

1. Setting Marketing Plan Annually, including Product strategy, Pricing strategy, Place Strategy, and Promotion Strategy for Retail Shops called "FUJI IMAGE PLAZA"
2. Implement the Marketing activities such as:
 - a. Negotiating Product Selection & Pricing from Suppliers
 - b. Setting Merchandising Plan for FUJI IMAGE PLAZA shops
 - c. Setting Suggested Retail Price
 - d. Setting Strategy by Place consist of In Mall stores & Stand Alone stores.
3. Controlling Visual Merchandising for stores
4. Setting Promotion Implementation
 - a. Above the line such as Join Promo with Media
 - b. Below the line such as
 - i. End User Promo : Product Bonus & Gimmick
 - ii. Sales Force Promo : Incentive
 - iii. Inshop Exhibition
 - iv. CRM (Customer Relationship Management)
4. Marketing Research to get the consumer behavior update in order to formulate an Effective Marketing Strategy

PT Modern Internasional Tbk

Marketing Manager Digital Imaging Product

Oct 2005 – Aug 2008

1. Setting Marketing Plan Annually, including Product strategy, Pricing strategy, Place Strategy, and Promotion Strategy for Digital Imaging Product consist of Finepix Digital Camera, Mpix Digital Camera, Fujifilm Inkjer Paper, Mpix Inkjet Paper, Fujifilm Recording Media, & Mpix Dysub Printer.
2. Implement the Marketing activities

Workshop and Training :

- June 22 - June 24, 2011. Design Thinking Workshop by Tanadi Santoso at Ritz Carlton Hotel - Pasific Place, Jakarta.
- July 28 – July 29, 2010. The Real CSR at Hotel Borobudur by Intepesan & Republika
- Feb 21 – Feb 23, 2010. Attending Photography Marketing Association Event & Conference at Anaheim, USA
- July 15 – July 16, 2008. Blue Ocean Strategy at Modern Training Center by Tanadi Santoso.
- June 2006 - Finance Training at Modern Training Center by Bina Nusantara University.
- July 2004 – September 2004. Training in Binus Center for Taxation Brevet A
- July 07 – August 04, 2001. Training in Binus Training for SQL Server.
- July 12 – August 16, 2001. Training in Binus Training for Visual Basic Advanced.
- October 12 – November 16, 2001. Training in Binus Training for Active Server Pages.
- September 19 – October 12, 2000. Training in Binus Training for HTML.
- August 23 – September 13, 2000. Training in Binus Training for Visual Basic Fundamental.
- February 07 – May 02, 1999. Training in LM Patra for Export Import.