



INDRA AUDIA PRATAMA HARAHAP

BUSINESS DEVELOPMENT & PARTNERSHIP

PROFILE

I am 33 year's old, experienced in digital start up company with Business Development, Partnership, Key Account Manager and Acquisition.

EDUCATION

BACHELOR DEGREE - Islamic Banking
With GPA 3.09

SKILLS

Soft Skill

Microsoft Office, Marketing Strategy, Business Strategy, Business Development, Strategy Partnership, Product Strategy, Public Communication, Sales

HOW TO REACH ME

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CAREER SUMMARY



Key Account Manager
Multiply.co.id
Aug 2011 - Apr 2013



Key Account Manager
Nurbaya Initiative
Dec 2014 - Jun 2017



Key Account Manager
JD.ID
July 2017 - Jan 2018



Business Development Manager
RedDoorz
Feb 2018 - Jun 2020



Lead of Partnership
Halodoc
Jun 2020 - August 2022



Head of Business Development & Partnership
Oct 2022 - June 2023

JOB DESCRIPTION



Key Account Manager

- Find new potential business partners
- Build a good relation with business partners
- Maintenance existing partner
- Increase specific category trx with campaign timeline



Key Account Manager

- Create project timeline
- Co-operated with Kominfo and others goverment project related to SME
- Create workshop timeline for SME all around Indonesia
- Build good relation with ecommerce to support project
- Create event and online/offline activation



Key Account Manager

- Create campaign timeline for home & living and home appliances category
- Build good relation with business partners/principal
- Negotiation for special price for support sales channel promotion
- Increase trx category



Business Development Manager

- Handling team with several area (Sumatera - Jawa Barat)
- Acquisition new business partners such as Hotel, Villa, Kost, Guest House
- Negotiation with property owner
- Maintenance process, preparation - live - review performance



Lead of Partnership

- Grow the provider base on trx and GMV
- Create campaign timeline marketing
- Handling team and makesure target achieved
- Support 3 core business (Chat Doctor, Medical Procedure, Referral Appointment)



Head of Business Develoipment

- Lead BD Team to achieved OKR Company
- Looking for business partners regarding to achieved sustainability goals
- Maintain brand to achieved their goal to CSR/ESG Program
- Dealing with offtakers to make sure the item we collected can recycle