



WIDYANI MAHANDARU HAPSARI PUTRI

MARKETING AND BUSINESS DEVELOPMENT ENTHUSIAST

Experience

Sahabat Makola Daycare and Kids Club

Dec 2015 **Owner and Marketing Manager**

- Current Plan, develop and execute strategy to grow Daycare business by marketing, drive customer excellence and program improvement.

Mondelez Indonesia

Sept 2021 **Category Development Manager - Biscuit**

- Dec 2023 Plan, develop and execute multi-years strategy to grow biscuit category (promo activities, key account & market activation, NPD). Lead Festive project and execution.

Feb 2020 **Channel Development Manager – Modern Trade**

- Sept 2021 Plan, develop and execute multi-years strategy to Mondelez business in Modern Trade based on shopper marketing principal. Lead Merchandising, Captaincy and Marketing Activation Projects

Perfetti Van Melle Indonesia

May 2018 **Category Development and Merchandising Manager**

– Feb 2020 Plan, develop and execute strategy to grow confectionary category in every channel via NPD, display and merchandising. Coordinate with production and sales team for product availability.

Coca-Cola Amatil Indonesia

Sept 2017 **Demand Planner**

– May 2018 Achieve Demand Plan Consensus by accurate forecast, input for new product launch, and capacity constraints anticipation.

Apr 2015 **National Key Account Manager**

– Sept 2017 Manage strategic accounts in Restaurants, Cinema and Hotels. Enlarge business by market analysis, promotion, customer retention

Jan 2015 **Area Sales Manager**

– Mar 2015 Manage accounts and lead execution excellence in Southern Sumatera area.

Jan 2012 **Assistant Product Manager**

– Dec 2014 Assist Product Manager in Juice, Tea and Isotonic category. NPD/innovation project manager, manage product portfolio and competitor database, marketing activation and promotion.

Jan 2011 **Graduate Trainee** in Strategic Planning Functions : Strategic

– Jan 2012 Planning, Market Research, Product Portfolio and innovation.

Education

Sept 2008 – **Master on Engineering & Policy Analysis** – with scholarship

Aug 2010 Delft University of Technology, Delft, the Netherlands

Sept 2002 – **Bachelor on Civil Engineering and Environment**

Feb 2007 Faculty of Engineering, Gadjah Mada University, Indonesia

Contact Address



Apartemen Taman
Rasuna Tower 1 - 23A,
Komplek Epicentrum
JI HR Rasuna Said
Jakarta Selatan 12960



082137651281



winihapsari putri@gmail.com

Working Profile

13++ years experienced in FMCG industry : Shopper marketing & category development, New product launch, Product and Channel development, Sales execution, Demand planning

8++ years experienced in business: Build own business, marketing and develop market

A team-based management style with strong analytical and good understanding on business process.

A good negotiator and able to collaborate well with others from various culture

Personality

Agile with growth mindset

Strive to deliver high quality of work

Understand others and see from various point of views

Birth of Date

25 February 1984