



Louis Martin Simanjuntak

Market Research, Strategy Consulting, and Business Development Professional
Greater Jakarta area
INDONESIA

Career Objective

Full-time mid to senior career position in the field of corporate strategy and advisory, commercial, market, and/or business development role where I can not only maximize my current potential but also develop other area of strength to provide valuable contribution to the organization.

Profile Summary

Seasoned business strategy consulting professional with extensive exposure of project management, business development, and client service roles in the area of market entry, growth strategy (b2b & b2c) and consulting related field for various industry segments. Works independently or as a part of key leading organizations (Leading Private/MNCs, Fortune 500 Companies, Governments, & State-Owned Enterprises, etc.) in Indonesia & other extensive areas within SE Asia region, addressing tactical and strategic directions to solve complex issues in the field of commercial, marketing, organization development & operation strategy.

Professional Experience

1. Freelance Roles for Several Companies

1) Qontak Pte. Ltd., Jakarta, Indonesia

Period: February 2019 – present

Sector: IT Solutions (Cloud based Sales & CRM Software Solutions)

Roles: Business Development Partner

- Generating business sales lead through cold calling companies and setting up meeting for further discussion.
- Presenting Qontak.Com, features to potential clients and servicing those brought on board.
- Collaborating with the CEO, setting a vision for Business and User Acquisition process to boost growth of the firm.

2) PT. Anagata Dhia Karya Mandiri (Adhikari), Jakarta, Indonesia

Period: July 2016 to December 2016; August 2018 – present

Sector: Infrastructure

Roles: Independent Consultant (Business and Commercial Research Specialist)

- Main responsibility to initiate and coordinate project execution of consulting advisory on Public Private Partnership (PPP) projects from non-technical aspects includes regulations, partnership institution, financial, risk, and environment in order to provide comprehensive result for the clients.
- Identify new business prospects with strategic partner with common interest in developing Infrastructure sector for Indonesia through PPP mechanism.

2. Business Development Department Head

PT. SBCS Indonesia (part of Sumitomo-Mitsui Banking Corporation), Jakarta, Indonesia

Period: May 2018 – August 2018 (*fixed term contract employment*)

- Managed and led Business Development Department daily activities consisting of 8 team analysts in providing investment advisory to Japanese companies and investors through conducting market assessment and due diligence study across various industry sectors.
- Improved project quality report deliverables with tangible action plans in decision making to ensure customer satisfaction.

Contact

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Expertise

Market Research (B2B and B2C)
Marketing Strategy (B2B, B2C)
Data Mining & Analytics
Business Development
Project Management
Partnership & Channel Development
Operation Management
Consultative Selling

Education

BANDUNG INSTITUTE OF TECHNOLOGY

1. Bachelor degree, Mathematics, (1997-2002)
2. Master degree, Industrial Engineering and Management, (2007-2009)

Languages

English (Professional Working)

Bahasa (Native or Bilingual)

Computer Skills

Microsoft Office
Microsoft Project and Visio
Statistical Applications (SPSS, SAS, Ms. Excel)
PC & Network trouble shooting

Industry involvement

Automotive and Transportation
Building Materials / Construction
Consumer Goods

Banking & Financial Services

Healthcare and Pharmaceutical
Industrial Products & Heavy Equipment

Mining, Power & Energy,

Infrastructures

Telecommunication Services & ICT

Professional Services (Advertising and Media,
Management Consulting, Information services,
Social Research, Education), Etc.

Project Experience

Strategic and Competitive/Market
Intelligence study, Market Entry and
Growth Strategy, Organization
Development, Process Improvement,
Value Chain & Operation Strategy,
Channel & Pricing Research, Social /
Consumer Research and Business
Research & Consulting

3. Independent Consultant and Business Development

PT. Manggala Wahana Energitama & Group of partner companies, Jakarta, Indonesia

Sector: Power Plant, Coal Mining, and ICT

Period: April 2012-December 2012; January 2015-April 2018

- Served mainly as consulting, system integrator, commercial and operation advisory roles with responsibility in providing input to management in the strategic business development and operation area;
- Acting as key strategic business development function with main objective to assist foreign business partners for market entry and growth operation in Indonesia.

4. Manager, Client Services

PT. Spire Indonesia (Spire Research and Consulting), Jakarta, Indonesia

Period: January 2013-December 2014

- Acting Head of Consumer Research Division; with overall responsibility to lead and manage consumer research business portfolio, includes 11 people of junior consultants, projects & clients development.
- Contributed to the increasing of company revenue by generating lead and project sales from new and existing clients as well as slashing internal operation project cost efficiently by negotiating pricing and fees, while ensuring the continuation and enhancements of services.
- Developed and facilitated systematic working systems by structuring functional project team (e.g. quantitative, qualitative, and fieldwork team) and integrating them respectively to work within or with other project team from different business unit effectively.
- Successfully engaged and taking full responsibility to pre-sales and post-sales activities; handling client objectives, leading proposal development, and supervising project management team for project execution to deliverable.
- Enhanced company's overall project experiences and knowledge through new business development initiatives and actively participated in industry events / forums.

5. Senior Consultant (Growth Consulting & Operation)

Frost & Sullivan, Jakarta, Indonesia

Period: January 2012-March 2012

- Project leader in the area commercial research and strategy consulting for international client (Multi National Company) both internal and external clients.
- Contributed project delivery with satisfactory result to client by managing the project execution effectively and efficiently that met with the objectives in timely manner.
- Improved high quality service of client management through providing extra mile support and service that ensure client satisfaction.
- Managed direct team member consisting of 2 junior consultants, to ensure smooth project execution by nurturing them in appropriately.

6. Consultant (Operation Strategy)

Vopak Terminals Singapore. Pte. Ltd. (a Royal Vopak group company), Singapore, Singapore

Period: April 2011-June 2011 (*project based contract*)

Sector: Petrochemical and Logistics

- Served as internal Consultant in operation management area with special assignment in conducting assessment of petrochemical tank storage terminal and service operation to increase company profitability.
- Identified inefficient and ineffective business operation by analyzing cost of service, evaluating operation service map, and customer segmentation using internal data.
- Advised strategic improvement through proper management of direct and indirect labor, clear communication management between operation and commercial team, and slashing operational cost by redefine service operation map.

7. Project Consultant

Ministry of Transportation Republic of Indonesia, Jakarta, Indonesia

Period: December 2009-November 2010 (contract based project period)

- Partnered with high-level university researchers (from ITB) focusing on transportation study and government authorities (central and regional) in Transportation sector to conduct feasibility study, design, and develop master plan of Transportation Research and Development (R&D) Center in 6 major cities of Indonesia.

Organizations

- Alumni Associations Institute Technology Of Bandung, period 2002-present
- Inter-relation of Organization Profession Department (Jakarta chapter), period 2005-2009

8. Assistant Manager, Research and Consulting

PT. Spire Indonesia (Spire Research and Consulting), Jakarta, Indonesia

Period: July 2004-June 2007

- Started an entry consulting role in 2004 with main responsibility to handle project execution independently as a key project team member, Louis advanced his career with more responsibility as a Project Leader and provided more contribution in the project and client development to the organization.
 - Promoted from **Senior Consultant** to **Asst. Manager** position (October 2006-June 2007)
 - Promoted from **Consultant** to **Senior Consultant** position (October 2005-September 2006)
- Successfully delivered scalable b2b and b2c market research and business consulting projects for leading organizations (Fortune 500 companies, leading MNCs, and State-owned Enterprises) at various vertical.
- Contributed in the supporting roles of the company's revenue generation, business process of partnership development, and resources development of young team members for the organic growth of the organization.