



SUDIMIN MINA, SE, AK. MMSI, CA, CPMA

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DOB: 30 May 1970 • Gender: Male • Marital Status: Married with 2 Childrens • Nationality: Indonesia
Hobbies and Interest: reading non-fiction books, solving puzzles & socializing with friends/family.

PROFESSIONAL CAREER EXPERIENCES:

MICROSOFT INDONESIA, Jakarta, Indonesia, 2002 - present

- **SAM & COMPLIANCE DIRECTOR – CURRENT ROLE**
 - Strategy Setting and Monitoring
 - Marketing and Education on focus Markets
 - Partner Recruitment and Development
 - People Development and Management
 - Business Review with AHQ/Corp Resources
- BUSINESS PLANNING AND OPERATION DIRECTOR | 2011
- BUSINESS DIRECTOR | 2009
- BUSINESS SALES AND OPERATION MANAGER | 2008
- SPECIALIST TEAM UNIT (STU) MANAGER | 2004
- PARTNER TEAM UNIT (PTU) MANAGER | 2003
- TECHNOLOGY SPECIALIST MANAGER (TSM) | 2002

ORACLE INDONESIA, Jakarta, Indonesia, 1998 – 2002

- E-BUSINESS SOLUTION SENIOR MANAGER | Presales ERP, SCM, CRM, DW, BIS, Industry.

PT. SANDJAJA GRAHA SARANA, Jakarta, Indonesia, 1997 – 1998

- FINANCE AND ACCOUNTING GENERAL MANAGER | Reporting & Tax, Accounting Policy

ARTHUR ANDERSEN & CO., Jakarta, Indonesia, 1995 – 1997

- BUSINESS CONSULTANT MANAGER | ISO, Feasibility/Market Study, IPO, Biz Process Engineering, Six Sigma, Risk Management Analysis, New Biz Set Up, Organization Restructuring.

PRASETIO UTOMO SGV & CO., Jakarta, Indonesia, 1994 – 1995

- SENIOR AUDITOR | Lippo Group, BRI, ADB, Sampoerna, Djarum, Pakuwon Jati, Barito Group

TARUMANAGARA UNIVERSITY Jakarta, Indonesia, 1993 – 1998

- LECTURER FOR ACCOUNTING SUBJECTS | Cost Accounting, Adv Accounting, Audit, SIA

SYNERGISTIC (Accounting Course), Jakarta, Indonesia, 1992 – 1997

- BUSINESS OWNER | # 300 active students, average per semester.

PROFESSIONAL CAREER EXPERIENCE - CONTINUED

PROFESSIONAL ACHIEVEMENTS:

- Circle of Excellence Award – 2015/16
- Long Service with Microsoft Award – more than 10 years.
- Leadership of High Potential Program (HIPO/EXPO) - 2010
- Circle of Excellence Award – 2009/10
- Leadership of High Potential Program (HIPO/EXPO) - 2009
- TOP Subsidiary Award – Emerging Subsidiary - 2008
- Leadership High Potential Program (HIPO/EXPO) - 2008
- EPG Segment Award – Best Employee - 2007
- TOP Subsidiary Award – Emerging Subsidiary 2005
- APAC Compete Champion Award - 2004.
- Best Team Player of Microsoft Indonesia - 2003
- Microsoft Indonesia Best Innovator Award - 2002
- Oracle Club Excellence Award, New Zealand - 2001
- Top Oracle Presales - 2001
- Oracle Club Excellence Award, Hawaii - 2000
- Oracle Values Champion Award Year 2000
- Top Oracle Presales – 1999 | 2000
- Oracle Values Champion Award Year 1998
- AA Team-Work Favorite Award, 1997
- Arthur Andersen Top Individual Project Contributor, 1996

Sudimin almost always goes above and beyond his normal job activities to please our customers. He always demonstrates how excellent customer service has a lasting positive effect on customer relationships and further sales. He is clearly a "people person" that I always get positive feed backs from his team and others. Most of them express how much they enjoy working with Sudimin

Quote: Tony Chen – Oracle Director | 0816981187

Based on the feedback from all employees, Sudimin won the vote ... He was 'the man behind the curtain' for our show... We had great business results, while Sudimin works with all of us to make sure we improve our operational excellence... Better planning, increase our pipeline and forecast discipline, voluntary jump in if any of us needs help – from internal operations up to customer visits and presentations... Lots of challenge, lots of pressure, but yet, with great amount of fun like what Sudimin always did. He deserves this award.

Quote: Nina Wirahadikusumah – Microsoft EPG Director | 0811945595

Sudimin always leads by example. He possesses an ability to strategically direct and manage his team to meet the company's goals. He has developed a large amount of respect from all his employees and senior managers, both local and AHQ. Sudimin always resolves problems before they become big issues. He does a great job of multitasking. He always follows instructions in an accurate and timely manner.

Quote: Sutanto Hartono – Microsoft Director | 0818722288

PROFESSIONAL CAREER EXPERIENCE - CONTINUED

EDUCATION

- **Magister Management of Information System (MMSI) | 2015**
BINA NUSANTARA UNIVERSITY, Jakarta, Indonesia

Key Modules:

01. Managing Corporate Information System and Technology
02. Project and Change Management
03. Project and Change Management
04. Capital Planning and Investment
05. IS Research Methodology
06. Corporate IT Strategy
07. IS Risk Management
08. IS Quality Assurance and Control
09. IS Leadership
10. Electronic Business Strategy and Management
11. IS Strategic Planning
12. Technology Management and Valuation

- **Certified Professional Marketer - ASIA (CPM Asia) | 2016**
INDONESIA MARKETING ASSOCIATION, Indonesia

Key Modules:

01. Marketing Strategy
02. Marketing Communication
03. Marketing Research
04. Asia Business
05. Asia Marketing Management

- **Mini MBA Course, General | 1994**
ASIAN INSTITUTE OF MANAGEMENT (AIM) – Makati City, Philippines
- **Bachelor of Science, Accounting & Finance | 1990**
TARUMANAGARA UNIVERSITY – Jakarta, Indonesia
- **Certified of Accountant - Indonesia (CA) | 2014**
IKATAN AKUNTAN INDONESIA.

PROFESSIONAL CAREER EXPERIENCE - CONTINUED

PROFESSIONAL SKILL AND TRAINING

BUSINESS APPLICATION:

(ERP, SCM, MNF, BI, PM, PORTAL) – ORACLE, SAP, SIEBEL, MS DYNAMIC, COGNOS, BUSINESS OBJECT, HYPERION, PRIMAVERA, ARTEMIS.

PRODUCTIVITY APPLICATION:

MS OFFICE (MICROSOFT OFFICE SPECIALIST CERTIFIED), MS OUTLOOK, MS VISIO, MS PROJECT, ADOBE, PHOTOSHOP.

INTERNET MARKETING:

SOURCE OF INCOME = PPC – PAY PER CLICK | PPS – PAY PER SALE | PPL – PAY PER LEAD | RESELLER AND DROP SHIPPER | ONLINE AUCTION.

PPC: GOOGLE ADSENCE | BIDVERTISER | CHITIKA | INFOLINKS | ADSENCE CAMP | KLIL SAYA

PPS: AMAZON | CLICKBANK

PPL: MAXBOUNTY

AUCTION: EBAY | FLIPPA

TRAFFIC GENERATION = PPC ADVERTISING | SEO (SEARCH ENGINE OPTIMIZATION) | EMAIL MARKETING | MOBILE ADVERTISING | SOCIAL MEDIA MARKETING | FORUM

PPC ADS: GOOGLE ADWORKS | YAHOO ADVERTISING | MSN ADVERTISING | KUMPUL BLOGGER | ADSENCE CAMP

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MOBILE ADVERTISING: SMS | MMS | BANNER ADS | GAMES

SOCIAL MEDIA MARKETING: FACEBOOK | TWITTER | GOOGLE + | YOUTUBE

FORUM: KASKUS | KOMPAS | DETIK

OTHER PROFESSIONAL SOFT SKILL TRAINED

TEAM COACHING | BALANCE SCORECARD | TIME MANAGEMENT | POWER NEGOTIATION |

CRUCIAL CONVERSATION | CHANGE MANAGEMENT | SALES AND MARKETING |

THE NEGOTIATOR'S TOOLKIT | EARN VALUE MANAGEMENT | MANAGE UNPERFORMED TEAM |

ACTIVITY BASED MANAGEMENT | EFFECTIVE AND BE GREAT PRESENTER |

LEADERSHIP AND TEAM BUILDING | TARGET PLANNING AND BUDGETING |

HIGH LEVEL DISCUSSION WITH TOP LEVEL | MIND MAPPING TECHNIQUE – TONY BUZAN |

GENERAL AND BANKING RISK MANAGEMENT | PROBLEM SOLVING & DECISION MAKING |

SMART BEHAVIOUR INTELLIGENCE (DISC) | PROJECT MANAGEMENT SOFT SKILL (PMI CERTIFIED) |

SIX SIGMA AND BUSINESS APPLICATION (BLACK BELT CERTIFIED) | THE 7TH AND 8TH HABIT FROM EFFECTIVENESS

PEOPLE TO GREATNESS | PATTERN OF EXCELLENCE™ – EMPOWERMENT, INFLUENCE & MASTERY, ADAM KHOO.

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