

## DAFTAR RIWAYAT HIDUP



N.I.M. : 55107120143  
Nama Lengkap : Wicaksono Kresno Utomo  
Tempat, tgl lahir : Jambi / March 17<sup>th</sup> , 1981  
Alamat-lengkap : Komplek SBS blok B5 no.3,  
Harapan Jaya Bekasi utara,  
Bekasi 17124 Indonesia  
No. Telepon atau HP : +62-81283362625  
Alamat E-mail : [wicakbox@yahoo.com](mailto:wicakbox@yahoo.com)  
Pendidikan S-1 : Insitut Teknologi Bandung  
(ITB)  
Fakultas : Teknik Arsitektur

<b>WORKING EXPERIENCES</b>	<b>YEAR</b>
<p><b><u>PT. BORAL PPI</u></b>  PT Boral PPI is concrete precast producer. In this foreign company, my position is <i>Chief of Business Development and Strategic Planning</i>, with jobs as below :</p> <ul style="list-style-type: none"> <li>• <i>Customer &amp; Market Analysis</i></li> <li>• <i>Market &amp; Product development</i></li> <li>• <i>Promotion plan &amp; coordination</i></li> <li>• <b><i>Project feasibility study &amp; cash flow proposal</i></b></li> </ul>	<p>March 2010</p>
<p><b><u>PT. SBH FOOD</u></b>  PT. SBH Food is one of Integrated Food Processing Industry in . My position is Marketing Manager with jobs as below :</p> <ul style="list-style-type: none"> <li>• <i>Market Research</i></li> <li>• <i>Planning, Coordinating, Analysis, and report all Sales activities</i></li> <li>• <i>Corporate Marketing (presentation to customer/distributor and prepare internal marketing report presentation)</i></li> <li>• <i>Develop &amp; maintain relationship with consumer/distributor</i></li> <li>• <i>Promotion &amp; marketing tools planning, budgeting, coordinating, and supervising Involved in pricing strategy</i></li> <li>• <i>Prepare Business Plan &amp; sales forecast</i></li> </ul>	<p>July 2009</p>
<p><b><u>PT. HARIND SGU</u></b>  PT. Harind SGU is general contractor and exclusive distributor for Breezway - Australian Aluminium louver in Indonesia. My position is Business Development Manager with jobs as below :</p> <ul style="list-style-type: none"> <li>• <i>Prepare Project Proposal</i></li> <li>• <i>Design coordination</i></li> <li>• <b><i>Prepare project feasibility study &amp; cash flow</i></b></li> <li>• <i>Reporting Project status, regularly</i></li> <li>• <i>Product development &amp; technical support coordination</i></li> </ul>	<p>June 2008</p>
<p><b><u>AGUNG SEDAYU GROUP</u></b>  Agung Sedayu Group is one of the biggest developer in Indonesia. My position in this company is Tenant Design Coordinator. The job descriptions are <i>Design and Fit out coordination</i></p>	<p>Sept 2007</p>
<p><b><u>PT. JABABEKA .Tbk</u></b>  PT. Jababeka. Tbk is one of industrial, commercial and residential developers in . My position in this company is <i>Project /Business Development staff</i>. Project development job description are to develop some empty areas, to be <i>well-design theme-estate</i> areas and also profitable for the company. My job are planning master planing, architectural designing, project coordination (<i>coordinating to all external and internal contractors</i>), and reporting project status.</p> <ul style="list-style-type: none"> <li>• Able to make project Business Plan</li> <li>• Able to make project pre cost estimation (gross)</li> <li>• Able to make project feasibility study, HBU,&amp; cash flow</li> </ul>	<p>Oct 2004 - Sept 2007</p>