



YONGKY SURYA SUSILO



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yongky.susilo@gmail.com



Yongky Susilo

Indonesia Retail and Consumer Goods Expert

Over 27 years of Indonesia Consumer Behavior and Retail Marketing expertise with large network of consumer goods manufacturers, retailers, associations, government, investors and academic.

Internationally and nationally well known as retail thought leadership, speaker and writer in various forums and media focusing on phenomenal Indonesia market. Trusted advisor for defining the next retail opportunity based on consumer and market trends and foresights. Pioneering the implementation of Category and Space management and Key Account management, Modern retail excellence, Format excellence and Customer service excellence in Indonesia.

Industry Speaker

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Investor Forums

FPCI semester Economy and Politic Review, NISP OCBC Annual Investor Forum, Mandiri Security Forum, Schroeder Annual Investor Forum, Trimegah Security Investor Forum, UBS Non deal Roadshow, UBS Conference Indonesia, Deutsche Bank ACCESS Conferences, CIMB Investor Forum, Citibank Conference, Merrill Lynch Investor Forum Singapore, Korean Trade KOTRA Seoul, Thailand Retail Investor, Japan Trade Organization (JETRO)

Association Annual Events

Indonesia Mall Conferences (APPBI), Indonesia Retail Conferences, Food and Beverage Association (GAPMMI), Modern Market Supplier Association (AP3MI), Indonesia Merchant Association (APRINDO), Cosmetic Association (PERKOSMI), Mall Tenant Association (HIPPIINDO), Direct Selling Association (APLI), Mall and Shopping Center Association, British Chambers of Commerce, Indonesia Chambers of Commerce, American Chambers of Commerce,

Media

Editor in Chief : "Retail Indonesia" Magazine, 2011 - 2016
Expert source: all business magazine, newspaper, radio, TV segments

Government and Organization Appointment

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Member Special Task Force Economy Evaluation (Satgas POKJA 3) President Republic of Indonesia 2014 - now

Member Communication Forum, Minister of Trade, 2012 - now

Senior Associate, Foreign Policy Community of Indonesia, largest foreign policy group founded and chaired by Dr Dino Patti Djalal, Former Foreign Minister of RI, 2021

Vice Head of Retail, APINDO Indonesian Employer Association of Indonesia, 2013 – now

Vice Head of Retail, KADIN Indonesian Chambers of Commerce, 2016 – now

Board of Expert, HIPINDO Indonesian Mall Tenant Association 2016 - now

Board of Advisor, AP3MI, Indonesian Modern Trade Supplier 2018 - now

Board of Expert, Indonesia Management Association, 2010 – now

Member of Selection Panel for Directors in Ministry of Trade – 2020 - now

Board of Expert, APRINDO, Indonesia Retail Merchant Association, 2010 – 2018

Faculty Member, Rumah Perubahan Prof Rhenald Kasali, 2018

National Food Logistic Agency (BULOG)- Retail Trainer, 2013 - 2016

Retail Consultant, Pemda DKI Jakarta , 2010 – 2013

Honored Jury

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Primanyarta Awards, President of Republic Indonesia Awards for Best National Exporter Company, 2009 – 2015

Small Medium Food Business Awards (UKM Pangan), Minister of Trade, 2008 – now

MetroTV Economic Challenge Award 2018

Indonesia Original Product Award, Bisnis Indonesia, 2007 and 2008

Brand Identity Award, 2006

Brand Summit, 2006-7

Lecturer

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Lecturer: University of Indonesia MMUI (MBA), Consumer Behavior, 2011 - 2013

Lecturer : Mall School Indonesia, 2008 - 2016

Academic Senior Advisor : Universitas Bunda Mulia, 2008 - 2010

Guest lecturer: Prasetya Mulia Marketing, Bina Nusantara University, Atmadjaja University, ITB MBA, Universitas Pelita Harapan, PPM, South Australia University

Member Supervisory Board ITB-MBA

Head of Education ECR 2006 (Efficient Consumer Response – Supply Chain)

Book Author

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Retail Rules (10 October 2010)

Indonesia Retail history, landscape, evolution of format, consumer shifting, and future look

The Nielsen Achievements:

Nielsen Managing Director Award 2010
Top Nielsen Trainer 2000-2007, ACNielsen Indonesia
Top Sales Shoppertrend Asia Pacific 2004-2010
Best Client Service Director, Nielsen Indonesia
Category Management Champion 1999, ACNielsen Asia Pacific
Category Management Champion 1998, ACNielsen Asia Pacific
Category Management Champion 1997, ACNielsen Asia Pacific
ACNielsen Art Jr. Award 2001, ACNielsen Indonesia
ACNielsen Art Jr. Award 1998, ACNielsen Asia
Winning Team Award 1997, ACNielsen Indonesia
Best CEO 2003, Pusat Prestasi Indonesia

Jan 2021 -
now

KRESNA Investment

Jakarta

The Indonesia leader in integrating Digital Technology and Finance and investment with “Moment of Genius” philosophy.

Independent Commissioner

Jan 2021 -
now

KADIN Trading & Investment House Indonesia

Jakarta

The newly set up unit of Indonesia Chambers of Commerce to accelerate Indonesia Trading and investment globally

Director

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Set up team and infrastructure to accelerate trade and investment in other countries, develop team of consultants, supply chain, and education consisting diaspora with large network and seasoned consultants.

Set up Indonesia D-Commerce with B2B orientation for export and as merchant source for national organizations by developing valuable brands for Indonesia products, developing Brand Catalog platform, developing Global Market Intelligence and and Media+Activation .

Managing Director, Indonesia Trading House Australia
.....

Support team of partners in Australia consisting reputable business consultant and player mostly diaspora in Sydney, Brisbane, Adelaide, and soon Perth and Melbourne

Building collaboration with Minister of Trade, Minister of Cooperatives, Minister of Industry, BKPM, SMESCO, Sarinah, KADIN Daerah, BUMN, Education for Export Import else to create program curating UKM products and services to go to Australia.

Set up Ecommerce and digital platform for Trade and Investment to accelerate Indonesia achievements and goals in IA CEPA.

Jun 2021 -
now

Paper.ID

Jakarta

Digital technology company providing solution of software invoice and allowing clients managing business without admin

Senior Advisor

Sep 2020 -

Capillary Tech

Jakarta

Software product company, which provides cloud-based Omnichannel Customer Engagement, eCommerce platform and related services for retailers and brands.

Associate

Dec 1993 -
2020

The Nielsen Indonesia

Jakarta

The global leader in market research, information and analysis company in the world, offers information solutions and services.

2019

Consultant to The Nielsen Indonesia

2017

Executive Director, Government Relation and Retail Engagement
.....

Developing insights for Government Institutions to help growing the economy and consumer sector

Providing top level insights for retailers to pursue grow and business expansion in Indonesia

Develop engagement with President Chief of Staff Office, Vice President Chief of Staff Office, Coordinator of Maritime Office, Ministry of Finance, BAPPENAS, Province Government

2013

Executive Director, Retail Vertical and Business Development
.....

Developing next level RV team to support retailer clients to grow business and its talents
Lead the Indonesian retailers in developing next format
Recruiting Modern retailers to be Nielsen Panel
Developing Ecommerce panel for Retail Measurements
Develop community (called KAMBASE) for manufacturers sales/commercial leaders be able grow their knowledge and analytic tools
Developing

2011

Executive Director, Client Service Retail Measurement Services
.....

Providing business insights for manufacturer clients and outlooks of Indonesia market
Assisting clients to develop high growth business
Leading and transforming the Nielsen RMS commercial team to for high growth revenue unit
Developing client service talents in retail business unit (RMS, Retailer and Home Panel), expanding knowledge of pillar industries, market trend and thought leadership

2010

APIMEA RAP Coordinator
.....

Leading the global and regional initiatives to improve scan data quality and processing system to ensure standard and timely supply of scan data to Nielsen
Develop know how and share knowledge and best practice to recruit modern retailers
Monitor progress from APIMEA countries and report to global RAP (Retailer Accreditation Protocol) team
Country workshop with local team and leading retailers, training and problem solving session

2000

Director, Retailer Service & Business Development
.....

Retailer Services Director

Leading and directing account teams for all modern retailers
Presenting key market and consumer insights to retailers' BOD
Develop Indonesia Retail Summit in major cities 1996 - 2009
Develop world class account service plan
Report to APIMEA Managing Director of Retailer Services

Business Development Director

Responsible for new sales and development of new clients and new services
Developing value added services (Scan products) in Retail Services
Coaching and managing sales team

Account Director

Directing several account teams for Consumer Products manufacturers
Develop Key Account Management competencies among Indonesia consumer goods manufacturers thru workshop and community gatherings
Develop Account plan, new sales presentation, service calls.

Category Management Director

Pioneering the development of modern retail category management in Indonesia
Developing competency of category management in the industry
Responsible for directing CM team for developing sales and service plan
Report to APAC Managing Director of Category Management

May 1991 -
Nov 1993

Multipolar Corporation

Jakarta

The largest IBM business partner in Indonesia servicing banking and financial institution companies, currently expanded into retail and communication industry.

Product Marketing Coordinator

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Coordinate product marketing aspects such as integrated advertising program, procurement program, channel program, product mix for MITAC Personal System, AMT Accel printer, Lexmark Printer, IBM Value PC, and INFOBOT Voice Response System.
Conduct Sales Presentation for IT products to key accounts and agents.

System Engineer

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Technical support for BORLAND softwares: Paradox & Quattro Pro.
Technical support for MITAC personal system.

Achievements

First Place Award for System Engineer Presentation Competition
First Place Award for Marketing Presentation Competition
Certificates of USI-IBM Marketing Sales Training program

Nov 1987 -
Oct 1989

Geobased System, Inc.

San Diego, CA

Leading geographic info system provider, building value added GIS application using in house software : Landtrak, Fixstreet for Public Safety, School District, Federal Agents.

Senior Analyst

Full responsibility for project management and system planning which involves planning and carrying through average 3-9 months projects.
Responsible for performing system analysis on in-house procedures and producing technical specification for software development.



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Biography



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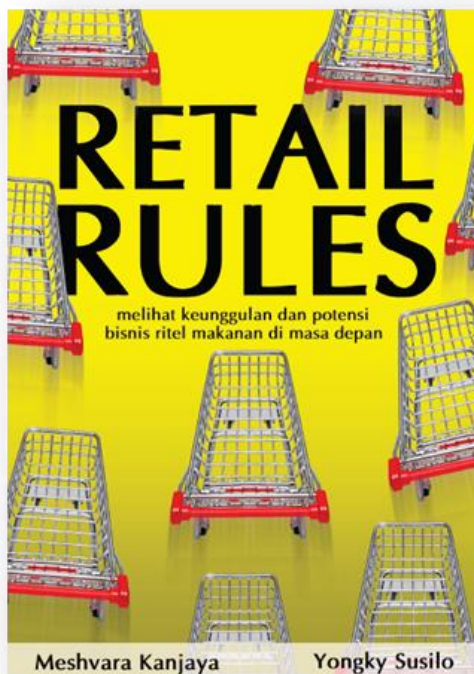


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Yongky Susilo

- Education** : Bachelor of Science, Computer Science June 1987
Fresno State University, CA
- Associate of Arts, Computer Science May 1985
Fresno City College, CA
- Canisius College High School, Jakarta May 1982
- Lecturer** : MBA University of Indonesia 2011-2013
- Birth** : Jakarta, 19 May 1963
- Marital Status** : Married
- College Org** : President, PERMIAS (Indonesian Student Association
Fresno 1986 & 1987
- West Coast Delegation in Congress of Indonesian Student in
USA, Washington DC, 1986.
- Hobby** : Active sports, reading, and graphic design
- Organization** : Kingdom Business Community, FPCI
- Writer of Book** : Retail Rules, launched 10 October 2010



Lampiran
Keputusan Dewan Pengurus Kadin Indonesia
Nomor : Skep/2021/DP/KI/2016
Tanggal : 14 November 2016

Lampiran Surat
Nomor : 467/ IPDN.2/S/D/07/2018
Tanggal : 09 Juli 2018

**PENYEMPURNAAN SUSUNAN DAN KOMPOSISI PERSONALIA
PIMPINAN KOMITE TETAP DI LINGKUNGAN WAKIL KETUA UMUM KADIN INDONESIA
BIDANG PERDAGANGAN
SISA MASA BAKTI 2015 – 2020**

**WAKIL KETUA UMUM KADIN INDONESIA
BIDANG PERDAGANGAN**

Benny Soetrisno

1. KOMITE TETAP PERDAGANGAN DALAM NEGERI

Ketua Komite Tetap : Tutum Rahanta
Wakil Ketua Komite Tetap : Ngadiran
Wakil Ketua Komite Tetap : Yongky Susilo
Wakil Ketua Komite Tetap : Jason J Lamuda
Wakil Ketua Komite Tetap : Intan Fauzi Fitriyadi
Wakil Ketua Komite Tetap : Vivien Goh
Wakil Ketua Komite Tetap : Harijono Santoso
Wakil Ketua Komite Tetap : Goenaryo

2. KOMITE TETAP PASAR BERJANGKA KOMODITI

Ketua Komite Tetap : Megan Widjaja
Wakil Ketua Komite : Jansus Hutapea
Wakil Ketua Komite : Nursalam
Wakil Ketua Komite : Fridericus Wisnubroto
Wakil Ketua Komite : Rifki Hakim

3. KOMITE TETAP WARALABA DAN LISENSI

Ketua Komite : Levita Supit
Wakil Ketua Komite Tetap : Burang Riyadi Saleh
Wakil Ketua Komite Tetap : Yulia Astuti
Wakil Ketua Komite Tetap : H. Muhammad Ali Affandi

4. KOMITE KOMITE TETAP KEBIJAKAN PERDAGANGAN DAN PENGAMAN PASAR

Ketua Komite Tetap : Ratna Sari Loppies
Wakil Ketua Komite Tetap : Taufik Mapaenre
Wakil Ketua Komite Tetap : Josafat Siregar
Wakil Ketua Komite Tetap : Yeanie Lim
Wakil Ketua Komite Tetap : Elizabeth Maryana
Wakil Ketua Komite Tetap : Dharma Surja Putra
Wakil Ketua Komite Tetap : Sribugo Suratmo
Wakil Ketua Komite Tetap : Rahmad Hidayat

SURAT DITUJUKAN KEPADA YTH. BAPAK/IBU

1. Direktur Sarana Distribusi dan Logistik, Direktorat Jenderal Perdagangan Dalam Negeri, Kementerian Perdagangan;
2. Direktur Penggunaan dan Pemasaran Produk Dalam Negeri, Direktorat Jenderal Perdagangan Dalam Negeri, Kementerian Perdagangan;
3. Direktur Barang Kebutuhan Pokok dan Barang Penting, Direktorat Jenderal Perdagangan Dalam Negeri, Kementerian Perdagangan;
4. Kepala Biro Hukum, Kementerian Perdagangan;
5. Kepala Pusat Kebijakan Perdagangan Dalam Negeri, Kementerian Perdagangan;
6. Kepala Biro Perekonomian Provinsi DKI Jakarta
7. Direktur Utama PD Pasar Jaya, DKI Jakarta;
8. Direktur Utama PT. Food Station Tjipinang Jaya
9. Ketua Umum Asosiasi Pengelola Pusat Belanja Indonesia (APPBII);
10. Wakil Ketua Umum Asosiasi Pengelola Pusat Belanja Indonesia (APPBII);
11. Ketua Umum Asosiasi Pengusaha Ritel Indonesia (APRINDO);
12. Sekretaris Jenderal Asosiasi Pengusaha Ritel Indonesia (APRINDO);
13. Ketua Umum Asosiasi Pengelola Pasar Indonesia (ASPARINDO);
14. Ketua Umum Himpunan Penyewa Pusat Belanja Indonesia (HPPINDO);
15. Sekretaris Jenderal Himpunan Penyewa Pusat Belanja Indonesia (HPPINDO);
16. Direktur Utama PT. Sarinah Persero;
17. Direktur Eksekutif Gabungan Industri Minyak Nabati Indonesia (GIMNI);
18. Ketua Umum Asosiasi Industri Minyak Makanan Indonesia (AIMMI);
19. Ketua Umum Asosiasi Gula Rafinasi Indonesia (AGRI);
20. Ketua Asosiasi Gula Indonesia (AGI);
21. Ketua Umum Persewaan Penggiling Padi dan Pengusaha Beras Indonesia (PERPADI);
22. Ketua Umum Asosiasi e-Commerce Indonesia (idEA);
23. Direktur Eksekutif Asosiasi e-Commerce Indonesia (idEA);
24. Founder Markplus;
25. Founder Rumah Penubahan;
26. CEO and Chief Strategy Consultant PT. Armbey Indonesia;
27. Executive Director Government Relation and Retailer Engagement PT. Nielsen Indonesia;
28. Pembina YLKI



Wakil Ketua Komite Tetap KADIN

FORUM KOMUNIKASI Kementerian Perdagangan

**MENTERI KOORDINATOR BIDANG PEREKONOMIAN
REPUBLIK INDONESIA**

- 3 -

Pasal 2

(1) Susunan keanggotaan Satuan Tugas sebagaimana dimaksud dalam Pasal 1, terdiri dari:

Ketua : Menteri Koordinator Bidang Perekonomian;

Wakil Ketua I : Menteri Koordinator Bidang Politik, Hukum, dan Keamanan;

Wakil Ketua II : Sekretaris Kabinet;

Wakil Ketua III : Sdr. Sofyan Wanandi.

(2) Satuan Tugas sebagaimana dimaksud pada ayat (1) dibantu oleh:

- a. Kelompok Kerja Kampanye dan Diseminasi Kebijakan Ekonomi;
- b. Kelompok Kerja Percepatan dan Penuntasan Regulasi Kebijakan Ekonomi;
- c. Kelompok Kerja Evaluasi dan Analisa Dampak Kebijakan Ekonomi;
- d. Kelompok Kerja Penanganan dan Penyelesaian Kasus; dan
- e. Unit Pendukung.

Sekretaris : Sdr. Budi Santoso.

22. Sdr. Franky Wijaya;
23. Sdr. Eddy Hussy;
24. Sdr. Yohannes Nangoi;
25. Sdr. Ade Sudrajat;
26. Sdr. Eddy Widjanarko;
27. Sdr. Ali Subroto;
28. Sdr. Roy Nicolas Mandey;
29. Sdr. Sukandar ;
30. Sdr. Adhi S. Lukman;
31. Sdr. Johanes Setijono;
32. Sdr. Stefanus Lo;
33. Sdr. Benny Soetrisno;
34. Sdr. Rofiek Natahadibrata;
35. Sdr. Sanny Iskandar;
36. Sdr. Boyke W. Mukijat;
37. Sdr. Benny Woenardi;
38. Sdr. Y. Joko Setiyanto;
39. Sdr. Tutum Ruhanta;
40. Sdr. Dainel Tumewa;
41. Sdr. Lin Che Wei;
42. Sdr. Yongky Surya Susilo;

SATGAS POKJA 3 Evaluasi dan Analisa Dampak Kebijakan Ekonomi