

## CURRICULUM VITAE

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### PERSONAL DATA

Name : Dr. Rhian Indradewa, ST.MSM. CRP  
Place and Date of Birth : Jakarta, December 27<sup>th</sup>, 1978  
NIP/NIK : 0327127803  
Academic Qualification : Lektor  
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### EDUCATION

- ◆ 1997 – August 2001, Bachelor Degree (**GPA = 3.09**)  
Metallurgical Department Faculty of Engineering University of Indonesia.
  - ◆ 2003 – January 2005, Master Degree (**GPA = 3.67**)  
Marketing Department Faculty of Economy University of Indonesia.
  - ◆ 2013 – October 2016, Doctoral Degree (**GPA = 3.67**) **Cum Laude**  
School of Business and Management ITB, Specialization in Alliance Strategy,  
Marketing Strategy, Technology Commercialization, and Knowledge Management
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### SKILLS AND ACHIEVEMENTS

- ◆ Skills :
  - Languages:** Good presentation, communication and negotiation skills, Good in English
  - Computer literate:** MYSAP, SPSS, LISREL, Microsoft Office and Project
  - Soft Skill:** Business Plan and Strategy, Market Analysis, Innovation and Technology Management, Project Management in Oil and Gas, Handling Retail and Key Account Customer, and Supply Chain in Oil and Gas Product
  - Research Skills:** Having some experiences in doing research both qualitative and quantitative methodologies

**Achievements:** Handling Key Account Customer (PGN, Newmont, KPC, Total, Adaro, etc), Handling many project above 10 Million USD.

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## **WORKING EXPERIENCES**

### **1. January 2002 – June 2007**

**Bakrie Group Company (Pipe Steel Manufacturing for Oil & Gas).**

**Position : Commercial Executive**

Responsible for :

- a. Sales and Marketing Management :  
Responsible to Marketing Manager, handle key customers and tender process
- b. Operation Management : Manage project, Manage operation and supply chain, support QA system such as ISO and API standard
- c. Financial Management : Project financial analysis, and prepare and review draft contract in project
- d. HR Management : Manage team members to achieve target

#### **Project Experiences:**

1. South Sumatera West Java Phase I and II Gas Pipeline Project, Customer PGN
2. SUBAN Phase I and II Gas Project Prabumulih – Singapore, Customer PGN
3. KALIJA (Kalimantan - Jawa) Project

### **2. July 2007 – July 2009**

**PETRONAS Malaysian Oil and Gas Company (Downstream/Trading Business)**

**Position : Commercial Executive.**

Responsible for :

- a. Sales and Marketing Management :  
Responsible to Head of commercial business, handle key customers and tender process, develop business model and market plan, handle market research, manage distributor / agent, handle BTL marketing communication program, develop market share and business, analyze PETRONAS competitor and market trend, transform business model to fit with current market and situation, analyze

and identify new market opportunities, and negotiations and maintaining liaison with relevant parties (buyers, governments, etc)

- b. Operation Management : Manage project, handle agreement/contract, pricing, Manage inventory, supply chain and distribution
- c. Financial Management : Project financial analysis, and prepare and review draft contract in project
- d. HR Management : Manage team members to achieve target

**Project Experiences: Adaro and KPC Project**

**3. July 2009 – Current**

**PERTAMINA Indonesian Oil and Gas Company**

**July 2009 - 2011**

**Position : Key Account Marketing and Trading.**

Responsible for :

- a. Sales and Marketing Management :  
Responsible to Head of commercial business, handle key customers and tender process, develop business model and market plan, handle market research, manage distributor / agent, handle BTL marketing communication program, develop market share and business, analyze PERTAMINA competitor and market trend, transform business model to fit with current market and situation, analyze and identify new market opportunities, and negotiations and maintaining liaison with relevant parties (buyers, governments, etc)
- b. Operation Management : Manage project, handle agreement/contract, pricing, Manage inventory, supply chain and distribution
- c. Financial Management : Project financial analysis, and prepare and review draft contract in project
- d. HR Management : Manage team members to achieve target

**Project Experiences: Newmont, Total Finaelf, and KPC**

**2011 - Current**

**Position : Assistant Manager Incubation Project**

Responsible for:

- a. Sales and Marketing Management :  
Responsible to develop business model and market plan, handle market research, analyze PERTAMINA competitor and market trend, transform business model to fit with current market and situation, analyze and identify new market opportunities, and negotiations and maintaining liaison with relevant parties (buyers, governments, etc)
- b. Operation Management : Manage project, and handle agreement/contract
- c. Financial Management : Project financial analysis, and prepare and review draft contract in project
- d. HR Management : Manage team members to achieve target

**4. OTHER JOB.**

**2005 - Current**

**Position : Part Time Lecturer has NIDN and Academic Rank**

Responsible for :

- Teaching in Marketing Management Class (Research Marketing, Service Marketing, Advanced Marketing, Marketing Strategy, etc)
- Teaching in Technology Commercialization and Innovation Management
- Teaching in Business Strategic Management
- Teaching in Change and Conflict Management
- Teaching in Knowledge Management
- Teaching in Management Information Systems
- Teaching in Service Business
- Teaching in Business Growth Management
- Teaching in Startup Business Practice

- Teaching in Research Methodology and Business Plan

## APPENDIXES

### A. LIST TRAINING / SEMINARS

Years	Topic	Owner
2002- 2007	API 5L Standard	Bakrie Company
	Document Tender & Contract Review	Bakrie Company
	INCOTERM	Bakrie Company
2008	Credit Risk Management Framework And Guidelines	Petronas Indonesia
	Professional Selling Skill	Petronas Indonesia
2009	Understanding B2B Selling	Pertamina - Markplus
	The Nine Core Elements of Marketing	Pertamina - MarkPlus
2010	Culture Change Management	Pertamina
	ISO 9001 : 2008 Internal Audit Course	Pertamina - SGS
	ISO 9001 : 2008 Interpretation and Transition Auditor Training Course	Pertamina - SGS
	Contract Drafting & Negotiation Skill Workshop	Pertamina - INDOLaw
	Workshop Upskilling CoPI RCPS (Root Cause Problem Solving) Analysis	Pertamina
	Induction Training Batch II	Pertamina
	Risk Based Management	Pertamina - MMS
2011	Owner Estimate	Pertamina - WM Global
	Project Management With MS Project Application WIN QSB & MONTE CARLO Stimulation	Pertamina - MMS
	Procurement Process & Contract Monitoring	Pertamina - Rexa
	E-Library	Pertamina
2012	Technology Market, Business Commercial Assessment & Licensing Strategy Management IPR	Pertamina
	Introduction to Oil & Gas Industry	Pertamina - Rexa
	Petroleum Economic & Risk Analysis	Pertamina - Rexa
	Marketing Intelligence	Pertamina - MarkPlus
2013	Financial management	Prasetiya Mulya
	Logistic Management	Prasetiya Mulya
	Supply chain and distribution in oil & gas industry	Pertamina
2014	Project Management and Development	Pertamina
2015	Alliance Strategy	Prasetiya Mulya
	Technology and Innovation Management	SBM ITB
2016	Knowledge Management	ITB
	Business Strategy	ITB



Years	Topic	Owner
	Technology Commercialization	ITB
	Change and Conflict Management	ITB
2017	Project Risk Management	CRMS
2018	Owner Estimate	PPM
	Analytical Hierarchical Process (AHP)	ITB
2019	Economic in Innovation	PPM
	ISO 31000 Risk Management Certification	PERTAMINA - LPS

## B. FELLOWSHIP AND AWARDS

1998	PLN Fellowship
1999	PLN Fellowship
2000	Industrial Department of Republic Indonesia Fellowship
2016	Scholastic Award – ITB

## C. PUBLICATIONS

### Books/Published Papers/Thesis

No.	Title of Publication	Subject	Type	Date
1	Consumer perceived value analysis : The factors of Non-price related cost, Price related cost, Quality and Performance and The effect to willingness to buy in bundling product of McDonald's	Marketing value	Thesis	2005
2	Marketing System for Culture Industry in Indonesia	Marketing Indonesian Culture	Published Paper	2006
3	Entrepreneurial Culture	Entrepreneurial culture	Published papers	2006
4	Decision Making Speed in Strategic Management	Entrepreneurship	Published papers	2006
5	Indonesian Marketing of Tourism Culture	Entrepreneurship, Tourism & Culture	Book	2008
6	GTAR International Conference	Innovation Management	International Conference	2014
7	SMES Innovation	Product Development and Innovation Strategy	Book	2014
8	Strategic Alliance in Energy Sector	Strategic Alliance	Published Paper	2015
9	Alliance strategy in R&D	Alliance Strategy in	Dissertation	2016

	contractual project for energy sector: knowledge and resources based perspectives	Technology Commercialization		
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### Journal Publications

- Indradewa, R., Tjakraatmadja, J. H., and Dhewanto, W. (2015). Alliance strategy in an R&D energy sector project: a knowledge-based view perspective. *International Journal Knowledge Management Studies*, Vol. 6 No. 4, 2015. (Published, Scopus Index)
- Indradewa, R., Tjakraatmadja, J. H., and Dhewanto, W. (2016). Alliance strategy in R&D contractual project for energy sector: knowledge and resources based perspectives. *International Journal Technology Transfer and Commercialization*, Vol. 14 No. 1, 2016. (Published, EBSCO and GALE Index)
- Indradewa, R., Tjakraatmadja, J. H., and Dhewanto, W. (2016). A resources-based view perspective in alliance strategy energy project. *International Journal of Strategic Business Alliance*, Vol. 5 Nos. 3/4, 2016. (Published, Scopus Index)
- Indradewa, R., Tjakraatmadja, J. H., and Dhewanto, W. (2016). Open innovation between energy companies in developed and developing countries: resource-based and knowledge-based perspectives. *International Journal Business Innovation and Research*, Vol. 12 No. 2, 2017. (Published, Scopus Index)
- Aris Insan Waluya, Iqbal, M. A., and Indradewa, R. (2019). How Product Quality, Brand Image, and Customer Satisfaction Affect the Purchase Decisions of Indonesian Automotive Customers. *International Journal of Services, Economics and Management*, Vol. 10 No. 2, 2019. (Published, Scopus Index)
- Supriyatin, E., Iqbal, M. A., and Indradewa, R. (2019). Analysis of Auditor Competencies and Job Satisfaction On Tax Audit Quality Moderated By Time Pressure (Case Study Of Indonesian Tax Offices). *International Journal of Business Excellence*, Vol. 19 No. 1, 2019. (Published, Scopus Index)
- Hapsari, S.M., Iqbal, M. A., and Indradewa, R. (2019). The Effects of Workload and Compensation on Tax Account Representative Performance Mediating by Public Service Level (Case of the Indonesian Tax Office). *International Journal of Business, Innovation and Research*, Vol. 20 No. 1, 2019. (Published, Scopus Index)
- Octaviani, R. A., Iqbal, M. A., and Indradewa, R. (2019). The Effects of Individual Characteristics, Job Characteristics and Working Environment Characteristics to Employee Performance (Case of the Indonesian State Employment Agency). *International Journal of Business Performance Management*, Vol. X No. Y, xxxx. (Submitted, Scopus Index)
- Indradewa, R. (2019). Knowledge Shifting Process in Energy Sector Company (Case Study PERTAMINA an Indonesian Energy Company). *International Journal of Business Performance Management*, Vol. X No. Y, xxxx. (Submitted, Scopus Index)

### International Conference

Conference : Indradewa, R., Tjakraatmadja, J. H., and Dhewanto, W. (2014). Strategic Alliances in R&D Contractual Project: Intangible and Tangible Aspects. *International Conference on Global Trends in Academic Research*, Global Illuminators, Bali, Indonesia

### ACADEMIC QUALIFICATION

COURSES	DESCRIPTION
Business Growth Management	The course is focused on the challenges and opportunities of managing a growing company and emphasizes practical management methods and techniques. The course learns about the key aspects of growth management including: leadership, planning, organization structure, operations, financial management and accounting, information systems and human resources. In addition, course topics include the exceptional challenges faced by companies that go through rapid expansion and the many innovations managers are developing to respond to rapid growth. The course does not address the start-up phases of a business that include identifying the opportunity, developing the initial concept, preparing the business plan and obtaining the start-up resources.
Strategic Management	The purpose of this course is to provide knowledge and application of concept, principle, framework, and methodology in business strategy so that students possess the ability to conduct scientific analysis in the field of strategy. The goal of the course is to learn the fundamentals of how to manage organizations strategically. Strategic management of organizations is a complex undertaking which starts with the central question: why are some firms more profitable than others? The course will require students to examine this question by integrating knowledge from prior business courses, while simultaneously learning and applying new strategic management concepts, principles, frameworks and methodologies
Service Business	In broad outline this course contains of the entrepreneurial perspective in individuals, idea generation, creativity and innovation, identifying and evaluating service business opportunities, strategy and business plan, entrepreneur team, marketing, financing a new venture, report and evaluation of service business performance, start-up service business management.