



## IVAN CAHYADI

### SUMMARY OF QUALIFICATIONS

With over 27 years of extensive professional experience spanning various cross-functional domains, Ivan, currently 49 years old, has honed his expertise in Organizational Development, Market Intelligence, Business Development, and Sales and Commercial Strategy.

His journey at PT HM Sampoerna Tbk. began in 1996, where he commenced as a Management Trainee. Through dedication and competence, Ivan progressed to higher positions, including Head of Sales across diverse regional zones in Indonesia, culminating in his roles as Sales Director in Malaysia and, subsequently, in Indonesia.

Throughout his career, Ivan has demonstrated strong leadership qualities coupled with exceptional communication and collaboration skills. These attributes have enabled me to effectively lead teams and drive strategic initiatives, resulting in tangible outcomes and sustained business growth.

### PROFESSIONAL EXPERIENCE

- 2016 – present : Director of Sales – PT HM Sampoerna Tbk.
- 2014 – 2016 : Head of Java Zone – PT HM Sampoerna Tbk.
- 2010 – 2014 : Head of Sales Operations Central – PT HM Sampoerna Tbk.
- 2010 : Director Sales Projects – PT HM Sampoerna Tbk.
- 2009 – 2010 : Director Sales & Distribution, Godfrey Philip Morris, Malaysia
- 2006 – 2009 : Director Sales Operations West – PT Perusahaan Dagang dan Industri Panamas, a subsidiary of PT HM Sampoerna Tbk.
- 2005 – 2006 : General Manager East – PT Perusahaan Dagang dan Industri Panamas, a subsidiary of PT HM Sampoerna Tbk.
- 2004 – 2005 : Head of Sales Strategic Development – PT Perusahaan Dagang dan Industri Panamas, a subsidiary of PT HM Sampoerna Tbk.
- 2000 – 2004 : Senior Manager, Market Intelligence – PT Perusahaan Dagang dan Industri Panamas, a subsidiary of PT HM Sampoerna Tbk.
- 1999 – 2000 : Organization Development Manager – PT HM Sampoerna Tbk.

1997 – 1999 : Organization Development Officer – PT HM Sampoerna Tbk.

1996 : Management Trainee – PT HM Sampoerna Tbk.

## **EDUCATION**

1992 – 1996 : Universitas of Surabaya, Surabaya, Indonesia  
Bachelor of Economics

## **LANGUAGE**

Indonesian : mother tongue

English : fluent



## YOHAN LESMANA TJHIN

### SUMMARY OF QUALIFICATIONS

With over 21 years of extensive experience in sales and distribution roles, Yohan, currently 45 years old, brings a wealth of expertise in strategic planning, channel management, trade engagement, and sales forecasting. Currently serving as the Director of Sales and Distribution at Philip Morris Fortune Tobacco Corporation in the Philippines, Yohan has honed his skills in sales planning, channel strategy, commercial transformation, and business development.

Yohan's journey at PT HM Sampoerna Tbk. commenced in 2003, where he began as a Graduate Trainee. Throughout his illustrious career, he has consistently demonstrated his proficiency in building and leading high-performing sales teams, devising effective sales strategies, optimizing distribution channels, and fostering strategic partnerships.

His unwavering commitment to driving business success through innovation, collaboration, and excellence in execution underscores his invaluable contributions to the industry and Philip Morris International's organization in overall, particularly Philip Morris Fortune Tobacco Corporation and PT HM Sampoerna Tbk.

### PROFESSIONAL EXPERIENCE

- 2021 – present : Director Sales & Distribution – Philip Morris Fortune Tobacco Corporation – Manila, Philippines
- 2019 – 2021 : Head of Commercial Transformation – PT HM Sampoerna Tbk.
- 2018 – 2019 : Head of Commercial Strategy – PT HM Sampoerna Tbk.
- 2016 – 2018 : Head of Zone – PT HM Sampoerna Tbk.
- 2014 – 2016 : Head of Sales Strategy – PT HM Sampoerna Tbk.
- 2013 – 2014 : Head of Channel Strategy – PT HM Sampoerna Tbk.
- 2012 – 2013 : Manager Sales Planning & Business Development – PT HM Sampoerna Tbk.
- 2011 – 2012 : Manager Sales Strategy – Phillip Morris International – Lausanne, Switzerland
- 2009 – 2011 : Regional Sales Manager – PT HM Sampoerna Tbk.

2008 – 2009 : Area Sales Manager – PT HM Sampoerna Tbk.  
2006 – 2008 : Manager Sales Planning – PT HM Sampoerna Tbk.  
2003 : Graduate Trainee – PT HM Sampoerna Tbk.

## **EDUCATION**

2001 - 2003 : Prasetiya Mulya Business School  
Master of Management  
1997 - 2001 : Universitas Trisakti, Jakarta, Indonesia  
Bachelor of Industrial Engineering

## **LANGUAGE**

Indonesian : Mother Tongue  
English : Fluent