

Maria Magdalena Lim



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Age/Sex : 51th / Female

Status : Married

Religion : Catholic

Nationality : Indonesian

Languages : Bahasa Indonesia; English(Active)

SUMMARY

Having more than 25 years experience in sales, marketing and development of business as well as manpower development. A technical person with effective communication, build in salesmanship, strong business strategy in line with leadership and management skills. Self-motivated, trustworthy, logic thinking, smart hard-working, creative. Eager to learn new skills are some of the attributes, along with proven ability to pass knowledge to other colleagues and subordinate to develop a strong team by soft skill training and coaching. A lots experience as both consultant and principal in various business food and beverage, scientific, chemical, life science and process control instrumentation.

EDUCATION

Magister Master of Management (S2) - Cumlaude, graduated from **SEKOLAH TINGGI ILMU EKONOMI BUDI LUHUR**, Jakarta, 2002

Bachelor of Environment Engineer (S1)- Excellent , graduated from, **INSTITUTE TEKNOLOGI SEPULUH NOVEMBER (ITS)**, Surabaya , 1995

CERTIFICATION

1991, Lembaga Indonesia Amerika-Surabaya Pre Advance Class

1995, Lembaga Indonesia Amerika-Surabaya Conversation Class

1997, Fisher Scientific (SEA)-Chemical Product Training

1998, Fisher Scientific Malaysia-Medical Product Training (Life Science and Well Being)

1999, Lembaga Indonesia Amerika-Jakarta Business English Class

2001, Ravi and Co, Stright to Excellent (7 Habits)

2002, Enni Hasan School, Excellent Service

2010, Testo Online Academy, National Coach Qualification Training

2010, Testo AG, Advance Meeting 2010

Curriculum Vitae

JOB EXPERIENCE

August 2011 – Now

Company : **PT. Yokogawa Indonesia (Jakarta, Indonesia)**

April 2021 – 2023 : **Secondary Role as Mentor of Life Innovation Local Business Owner**

Description : Start new Fiscal in FY 21, Yokogawa has start new business in Life Science Instrument for well being. This business has been start long time ago to support Three commitment Yokogawa for Sustainable Development Goal.
With my experiences in Scientific business and Product Business, BOD have appointed me to coach young manager to set up this new business from zero. Set up Sales and Marketing, Establish Legal Permit and Import staff, Set up Channel Partner.

Product Focus : Bio Medical and Life Science such as Cell Scanner, Bio Reactor, Microscope Flow Cam and SMART Plant

Achievement : In progress

April 2016 – Now : **Primary Role Industrial Automation Product and Service, Local Business Owner**

Responsibility : All Indonesia area, Report to Board of Director also matrix to Regional Business Owner
Responsible to deliver profit and loss through effective management cost and driving sales business with 8 direct reporting managers and total 40 manpowers from indirect reporting.

Description : Yokogawa set up new business strategy to sustain product business by establish strong product organization. BOD has appointed me to be LBO to expanse Instrument and Analyzer Business. To set up Strong Product Organization, I transform Effective Operation by restructuring daily operation and manpower development.

1. Set up Strong Product Marketing as Specialist who support me to train sales team and ensuring high quality and knowledgeable technical support
2. Set up Proposal and Execution team to improve customer response and project execution, assign Quality Control Officer to standardized outcome execution.
3. Assign Channel Sales to evaluate and monitor current channel to be more productive then assigned new channel for lapse area. Solve issue in Channel area.
4. Move Product Service Team under Product Organization to make them in line with our goal and improve response for after sales
5. Set up Analyzer Team and Localize Analyzer System Sampling to reduce cost and improve delivery and become more competitive to increase install base CEMS, SWAS in Indonesia
6. Set up direct and indirect MRO, Project Sales, Service Business Development in separate team to have own focus and sustain our business.

Product Focus : Field Instrument , Analyzer and Product Service

Achievement FY 2020 : Increase business double growth for Mid Term Business Plan, achieve in 2 years.

2015 as base line 7.6M USD

2016 achievement 10M USD

2017 achievement 17.9M USD include Mega Project

2018 achievement 19.6M USD include Mega Project

2019 achievement 16.1M USD

Curriculum Vitae

2020 achievement 17.5 M USD

2021 achievement 16.1M USD

2022 achievement 19.75M USD

2023 achievement 20 M USD

- ✚ Consider as best 3 in Regional in 2017-2023 and best contribution in Regional in 2020 .
- ✚ Successfully Immediate Transform to 80% Remote Operation during C19 Pandemic,
- ✚ Generate Digital Marketing: webinar and video, Digital Sales Visit using MS TEAM and Webex plat form. Remote Support Assistance and Remote FAT.
- ✚ Achievement still 103% during crisis impact of Pandemic Corona in 2020 and and one of best NET OI achievement in regional

April 2014 – March 2016 : **Primary Role as General Manager of Product Business and secondary Role Division Head for East Indonesia Development**

Responsibility : Report to Sales and marketing Director

Description : My position as General Manager for Product Business, manage 4 departments product consist of PCI Department, TMI Department and Product Marketing Department. As Division Head for East Indonesia Development, I have 2 branches report to me, Surabaya and Balikpapan.

My goal is to set up a strong team in Product Business and also strong operational team for East Indonesia to increase MRO business through both product and service business.

Product Focus : Field Instrument and Automation (PLC/Scada), System and Service Business

Achievement : Double business in East Indonesia and Growth 10% every year in Head Office

October 2013-March 2014: **Deputy Division Head for Process Control Instrument**

Responsibility : Reporting to Sales and Marketing Division Head

As Deputy Division Head for Process Control Instrumentation Product, I am manage both Power and General Industry Department also Oil and Gas Department. Having 2 (two) Junior Account Manager and 3 (three) Junior Group Leader, with 15 peoples.

My scope of responsibility is to provide direction and set up business plan in PCI Business in Indonesia in both PROJECT and MRO to achieve company goal.

Developing, coach and motivating Junior Manager and Junior Group Leader and to keep a solid and strong team to obtain yearly target in all kind industry General Industry, Pulp and Paper, Chemical, Power business and Oil and Gas in Indonesia.

Product Focus : Field Instrument and Automation (PLC/Scada)

Achievement FY 2013 : 96% of Total yearly target for total PCI during Oil and gas Crisis in Indonesia

April 2012 –Sept 2013 : **Power and General Industry – Process Control Instrument Department Manager**

Responsibility : Reporting to Sales and Marketing Division Head.

Product Focus : Field Instrument and Automation (PLC/Scada)

Curriculum Vitae

Responsible to manage Sales Team to obtain yearly target of Field Instrument for General Industry, Pulp and Paper, Chemical, Power business and Responsible to develop new business such as Water Industry and Oleo chemical Industry.

Achievement FY 2012 : 130% of Total yearly target and obtain new business in Domestic Water .

Aug 2011 – March 2012 : **Industrial Solution Sales Department Manager**

Responsibility : Reporting to Sales and Marketing Director

Responsible to manage Sales Team to obtain yearly target for Distribution Control System and Field Instrument for General Industry, Pulp and Paper, Chemical and Petrochemical.

Product Focus : Distribution Control System, Field Instrument and Automation (PLC/Scada)

Achievement FY 2011 : 160% of Total yearly target

February 2011 – July 2011

Company : **PT. Honeywell Indonesia** (Jakarta, Indonesia)

Current Position : Sales Manager of Maxon Product a Honeywell

Description : Responsible for Oil and Gas area to develop Maxon Product of Honeywell

Achievement : 56% of Total yearly target within 6 months

August 2004 – January 2011

Company : **PT. Karsamudika Andalan Utama** (Jakarta, Indonesia)

Current Position : Sales and Marketing Manager

Description : Exclusive Distributor of TESTO.

TESTO is Instrument for temperature, humidity and Emission Analyzer

Having Head Office in Jakarta and Branch Office in Surabaya.

As a Sales and Marketing Manager, I have to report direct to Sales and Marketing Director.

I have two (1) manager and one (2) supervisor report to me.

My main responsibility is to maintain total order from both Jakarta and Surabaya Office,

Prepare marketing strategy for TESTO every year and Develop Sales Team.

I am also doing sales in project base such in HVAC in Pharmacy and CEMSS in Power Plant.

Developing Channel in Kalimantan, Sumatra and Centre Java is also my responsibility.

To find out a new application in Testo product is one of my capability.

Achievement : 2004 Obtain IDR 2.88 M, compare to FY 2003 IDR 1.43 M

2005 Obtain IDR 3.75 M

2006 Obtain IDR 2.73 M (Restructure management, change director)

2007 Obtain IDR 3.81 M

2008 Obtain IDR 3.73 M (early 2008, all sales team quite less me because move office)

2009 Obtain IDR 6.68 M

2010 (oct) Obtain IDR 7.85 M

April 2001 – August 2004

Curriculum Vitae

Company	:	PT. Yokogawa Indonesia (Jakarta, Indonesia)
Current Position	:	Head of Test Measuring Instrument Group
Description	:	Yokogawa is one of the leader of instrumentation and calibration business in the world, having head office in Mitaka-Japan and support office in Jakarta-Indonesia

Responsibility :

- Develop Sales Team to obtain yearly target of US\$ 1 M from Daily Business, Education and Power Plant Project
- Maintain Profit (by obtain Sales Turnover of US\$ 900K) and Loss (Cost effectiveness)
- Marketing Strategy to support branch office (Cilegon, Balikpapan, Pekanbaru, Surabaya) and distributor (Batam, Medan, Palembang)
- Together with Product Business Development Department doing Marketing Analysis to develop business unit target and New development market

Achievement	:	2001 – 2002	Obtain US\$ 0.7 M, the best achievement in TMI Bussiness in Asia
		2002 – 2003	Obtain US\$ 0.9 M
		2003 – 2004	Obtain US\$ 1Mwhich is the 1st performance in last 8 years

March 2000 – March 2001

Company	:	PT. Multi Indosaintifik	(Jakarta, Indonesia)
Last Position	:	Sales Manager	
Description	:	PT. Multi Indosaintifik is a trading company having head office in Singapore, Multi Universal Instrument. As the agent of VWR, it's major business is in industrial and government project.	

Responsibility :

- Develop Project Sales (Education and Government Business) and Daily Business Team to obtain yearly target of US\$ 700K
- Marketing Strategy to develop VWR market in Indonesia
- Spec In **Ministry of Agriculture Project**, Ministry of Agriculture Project is one of the biggest project at that year in scientific business with total amount of US\$1M-DONE

July 1997 to February 2000

Company	:	Fisher Scientific Indonesia (Jakarta, Indonesia)
Last Position	:	Product Marketing (Asst. Manager)
Description	:	Fisher Scientific Indonesia is a representative office of Fisher world wide. Having business in scientific, chemical and medical product.

Responsibility :

- Technical and Product Support
- Develop product ability of sales department and distributor
- Marketing Strategy to develop Fisher market in Indonesia
- Responsible for analysing, planning and monitoring Fisher new agency

Curriculum Vitae

- Mailing and daily business monitoring

July 1996 to June 1997

Company : **P.T. Wendy Indonesia** (Surabaya-Indonesia)
Last Position : Asst. Manager training in International Training Store in Galaxy Mall
Description : Food and Beverage Business

Responsibility :

- Increase Sales Amount in Tunjungan Plaza Store
- Develop crew capability and quality product
- Prepare Galaxy Mall Store to get certification of International Training store

August 1995 to June 1996

Company : **CV. Adhiloka** (Surabaya-Indonesia)
Position : Design Engineer
Description : CV. Adhiloka is a consultant of city plan
Project : Master Plan Surabaya 2000, “**GERBANGKERTOSUSILO Project**”

REWARDS SUMMARY

<i>May 1997</i>	The Best Assistant Manager of the year for Surabaya Branch, PT. Wendy Citarasa
<i>Febr 2002</i>	Best Sales of the year, PT. Yokogawa Indonesia Best Product “Recorder” Achievement, PT. Yokogawa Indonesia
<i>2024</i>	Industrial Lecturer at T. Electro FT Univ Widya Mandala Surabaya
<i>Octo 2010</i>	Intercontinental Sales Award for 1st application installed in Building Automation System and Design of CEMS in Power Business
<i>2012</i>	Remarkable Award for 3 migration Project from non Yokogawa DCS System to Yokogawa System
<i>2013</i>	Remarkable Award for 1st Domestic Water Project
<i>2016</i>	Regional Remarkable award for New Initiative Life Cycle Business
<i>2017</i>	Remarkable Award for BP Project
<i>2017</i>	Industrial Lecturer at FTSP T Lingkungan, ITS Surabaya
<i>2018</i>	Regional Remarkable award for Analyzer Localization
	Regional Remarkable award for Channel Set Up
<i>2019</i>	Global Remarkable award for New Business Set up DaaS
<i>2020</i>	Global Remarkable Award for First Sushi Sensor Selling
<i>2023</i>	Soft Skill Trainer for Negotiation Skill