

ISMAN ARJANGGI AMAR, BSBA

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SUMMARY I boast over 20 years of experiences in the direct selling and MLM. My expertise span customer and distributor services, sales, marketing, compliance and communications. With a proven track record of driving results, I excel in dynamic environment.

AREAS OF EXPERIENCES

Customer Services I Business Development I Distributor Support & Retention I Leadership with Integrity By Example I Contact Center Management I Complaints Handling I Orders Operation I Compliance & Ethics I Sales Events I Products Launch I Strategic Planning I Staff Recruitment, Development & Termination I Trainings I Sales Promotion I Branches Opening I Roadshows I Business Continuity Plan I Digitalization I Public Relations & CSR I Budgeting I Crisis Management I Supply Chain & Logistics I Consumers' Safety I Effective Team Collaboration I Healthy Corporate Culture I Ideas & Innovation's Employee Engagement.

EMPLOYMENT

2015-2024 PT Herbalife Indonesia, a nutritional food and personal care company based in Los Angeles, California, USA, as Member Services Senior Manager, Jakarta.

Achievements

- Sales Growth Key Player (2015-2020)
 - ✓ Instrumental in doubling Herbalife Indonesia's monthly sales from average of 10 million volume points (vp) in 2015 to an average of 20 million vp per month by 2020 (pre-pandemic).
- Championed Cashless Transactions (2018)
 - ✓ Led the initiative and successful transition from hard cash to cashless payment method, streamlining order processing, reducing the risk and costs, and enhancing customer convenience.
- Innovated in Product Sales (2020)
 - ✓ Key player in the set up and launch of product sales through vending machines (Automated Sales Center) at two locations, as the first and only in MLM industry.
- Organizational Restructuring Leader (2023-2024)
 - ✓ Strategically and successfully restructured the country's Member Services department, followed the global policy, split into three

independent units and reduced the staffs smoothly without interruptions.

2015 **PT Jeunesse Global Indonesia, a youth enhancing products company based in Altamonte Springs, Florida, USA, as Operations Manager, Jakarta.**

Achievements

- Secured the official Direct Selling Business License (SIUPL) from government institutions: Investment Coordination Agency (BKPM) and Ministry of Trade (Kemdag) Republic of Indonesia.
- Successfully managed and supported local leaders in stimulating regional growth, stabilizing the company's infrastructure, achieving profit contributions through effective staff management, establishing and meeting business objective, and driving sales.

2011-2015 **PT 4Life Research Indonesia, a wellness and immune system support company based in Sandy, Utah, USA, as Sales & Marketing Manager, and then Distributor Services & Compliance Manager, Jakarta.**

Achievements

- Successfully played critical role in the company's country opening and expansion into Indonesia, contributing to 4Life Indonesia's recognition as the "Fastest Growing Country in the Global Company's History", an award bestowed by the US home office.

2005-2011 **PT Nusa Selaras Indonesia/ Nu Skin Indonesia, a healthcare & beauty company based in Provo, Utah, USA, as Showcase Assistant Manager, Jakarta.**

Achievements

- Successfully played important role in the company's country opening and expansion into Indonesia
- Set up the development of walk-in and call center operations and daily operations of retail concept of Nu Skin Showcase store and mobile Showbus owned by the company.

1998-2005 **PT Herbalife Indonesia, a nutritional food and personal care company based in Los Angeles, California, USA, as Distributor Services Supervisor, Jakarta.**

Achievements

- Successfully played important role in the company's country opening and expansion into Indonesia.
- Set up the development and handling daily of walk-in and call center operations.

1995-1998 **PT AIM Communications, full services advertising agency as Account Executive**
Achievements

- Handling leading brands and major clients, such as brewery company Multi Bintang Indonesia, FMCG Orang Tua Group, Bank BNI Credit Card and Satelindo Direct telecommunications retail chain, under Client Services and Account Management department.

EDUCATION

Bachelor of Science in Business Administration (BSBA), Major in Marketing, University of North Carolina at Charlotte (UNCC), USA, 1995.

PROFESSIONAL DEVELOPMENT

3.0 Coaching Certification By ESQ/ BNSP, August 2024.

Ambidextrous Leadership By ESQ/ Ary Ginanjar, Juli 2024.

Gig Economy & The Power of Freelancing by Kompas Gramedia, Juni 2024.