

## Areas of Expertise & Profile

Contributed by Administrator  
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Strategic Business & Market Planning New Product Launch Strategy Development & Global Execution Agency Selection & Relations Brand Building & Recognition Advertising & Public Relations General Management Channel Marketing & Exports Corporate Communications Presentations & Public Speaking Outsourcing Maximizing Profit Marketing Communication Team Motivation & Management Author & Publisher

A strong character person and strategic marketer with an action-driven marketing philosophy, top-caliber general management qualifications and a consistent record of contributions. Skilled at grasping complicated technologies and at converting the value proposition and ideas into network of concepts that motivates prospects, profits and business networking, equally successful at using networking to drive interest in a other business links.

Always a team leader, and believes that there is no "I" in the word Team, with a collaborative management style and proven leadership talents – able to develop, motivate and inspire teams to achieve results. Possess a keen understanding of what interests the media and how to capitalize on it to promote products and services. and introduce new ideas. Creative, intuitive and results-oriented. Naomi has carried numerous diplomatic assignments on strategy and implementations.

### Professional Experience

Share Holder OVIS GROUP (1997 to present) 2000 to present A billion Rupiah earning company that maximizes the uses of network and links and merchants.

Director PT. OVIS UTAMA (Product: Ovis Dining Club) Naomi Supported a networking company that serves Discount Cards and acquire a lead role in building the Ovis Dining Club and commended following the brand's successful launch to direct the entire marketing function. Launched a nationwide channel program that increased sales through the channel 300% over a two-year period. Created a launch strategy that included a Merchant – Member Discount that introduced the new program and all materials to channel Ovis members nationwide, followed by a series of promotions and domestic traveling in all regions.

Director PT. OVIS INTERNATIONAL (Product: Card Connection International = CCI) Naomi conceptualize and Orchestrated a PR strategy that resulted in 6,4 millions of members and learning about the company's products in print, broadcast, seminars, frequent Director to Director presentations, Naomi played a key role in several corporate initiative, personally leading the business development activities with strategic partners and new clients. Selected to coordinate nationwide marketing teams and sub franchisees to ensure brand consistency nationwide. Developed marketing strategy and delivered marketing plan on budget every year. Developed public relations strategies and global web site content/messaging, managed analyst relations and launched all new products Worldwide.

Director of Commercial affairs PT. OVIS PROINTERACTIVE (Product: KLIKDUIT.COM) Created a nationwide launch program for KLIKDUIT.COM, the company's first major new product that involves online advertising, developed a campaign that was supported by the advertisers and the company's web development team. Stretched a small budget to cover all launch ads in publications. Handling the valuable data and the key to access all members and merchants.

Director of Program and Communications PT. OVIS SENDNSAVE (SMS = short Message Service) Intensely Promotes the Mobile Marketing, introduced the use of the mobile phone as a communications and entertainment channel between the brand and the end-user. Mobile Marketing is the ONLY personalized route enabling spontaneous, direct, interactive and above all targeted communication with prospective audience and existing customers. Contributes to the peak revenue of 600%

Director of Sales and Marketing BOUQA AIRLINES (Product: Chartered Flight) As one of an Investor in chartered the plane, Check ticket booking outlets and analyze schedule and Markets flights schedule especially on holidays as part of a package holiday in which the price paid includes flights, accommodation and other service. Supervise the Design the promotions and slogans for every promo on holidays.

Managing Director of PT. Natural Semesta (Product: Natural Salon, Nice Shots Studio, Nice Soup Café, New Skills Recruitment Agency, Creative SolutionS, CoNSultancy and Marcomm Agency) Created the Natural Salon and lead a team to manage the 5 outlets. Achieved full cooperation from all Investors and channel the marketing teams and worked directly and established an ad agency (MarComm) , develop materials, sales and marketing kits and marketing collateral (ads, telemarketing programs, direct mailers, etc.). Created the New Skills Recruitment Agency which mainly focus on

scholarship programs, skills and personal characteristic development. Develop contacts with key markets and a wide variety of industries. Ability to effectively communicate and negotiate contracts, Maintaining quality staff, service and client satisfaction, Access to the latest available and most efficient technology and techniques, Understanding the work environment of potential clients to select the most suitable person for the position. Developed recruitment strategy Public relations strategies and delivered program plan on budget every year.

Chief Executive Officer of PT. iNSpirasi Indonesia (Product: iNspired CollectioNS, Author of "BE NEGATIVE!" )A newly created company that focuses on Motivation and Inspiration, Naomi is also an inborn poet and motivator, Conducts motivational seminars and a favorite speaker for young audience inspiring entrepreneurs. Manage and give creative consultations for quotes, prints, posters and stationeries.