



Edi Purnomo, MM, CPHRM, CHA.

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EDUCATION & CERTIFICATION

- 📖 Certified Coach International Standard (ICF Standard)
- 📖 Certified Master Trainer By Indonesian Professional Certification Authority (BNSP)
- 📖 Certified Hotel Administrator - American Hotel & Lodging Educational Institute
- 📖 Master in Strategic Management – Kalbis Institute By Bina Nusantara
- 📖 Bachelor Degree - Bandar Lampung University Faculty of Economy Majoring in Accounting
- 📖 Hotel Diploma of Satu Nusa Tourism Academy, Bandar Lampung

EXPERIENCE

August, 2017 – Present

Director, Excellence Plus Indonesia, Training & Consulting, Jakarta – Indonesia.

Excellence Plus Indonesia (EPI) was established in Jakarta in 2014 as a partnership of Training & Management Consultant. www.explus.asia

Develop and execute the company's business strategies in order to attain the goals of the board and shareholders

Provide strategic advice to the board and Chairperson so that they will have accurate view of the market and the company's future

Prepare and implement comprehensive business plans to facilitate achievement by planning cost-effective operations and market development activities

Ensure company policies and legal guidelines are communicated all the way from the top down in the company and that they are followed at all times

Communicate and maintain trust relationships with shareholders, business partners and authorities

Oversee the company's financial performance, investments and other business ventures

Delegate responsibilities and supervise the work of executives providing guidance and motivation to drive maximum performance

Read all submitted reports by lower rank managers to reward performance, prevent issues and resolve problems

Act as the public speaker and public relations representative of the company in ways that strengthen its profile

Analyze problematic situations and occurrences and provide solutions to ensure company survival and growth

January, 2019 – Present

Senior Associate Trainer at OS-Selnajaya PT OS Selnajaya Indonesia is one of the Outsourcing Inc. international groups. (Headquarters, Tokyo) which develops services related to human resources.

<https://os-selnajaya.com/id/company>

February, 2018 – Present

Lecturer Of Tourism, Hotel Operation Program at Multimedia Nusantara University (UMN) Gading Serpong – Indonesia. <http://www.umn.ac.id/>

July, 2015 – 2020

Master Trainer, Consultant HoCo (Hospitality Coaching) & CoCo (Community Coaching) SwissContat WISATA Project, for four Tourism Destinations Management Organization – Flores, Wakatobi, Tanjung Puting & Toraja.

Swisscontact WISATA Project, for 4 tourism destination, they are Flores, Toraja, Tanjung Puting & Wakatobi, Conduct Train The Trainer for local trainer, for both Project HoCo (Hospitality Coaching) and CoCo (Community Coaching), beside that also doing coaching for tourism stake holders.

<http://www.swisscontact.org/en/country/indonesia>

February, 2016 – July 2017

Corporate Director of Human Resources – Blue Sky Groups, Jakarta – Indonesia.

One of growing hospitality organization which currently managing 4 & 3 stars hotels in Indonesia. We redefine hotel concept (standardize and semi standardize) from traditional way, up to modern and sophisticated style on the F&B concept and hotel design as operators we are totally focus on how to having maximizing revenue, managing cost on efficient & sufficient without harming guest satisfaction or expectation about our brand.

www.blueskygroups.com

October, 2012 – February, 2016

Corporate Human Resources & Training Manager at Archipelago International Indonesia, (Responsible for Indonesia & Malaysia Area)

Archipelago International Hotels, Resorts & Residences, one of the fastest growing hotel management companies in South East Asia, managing various brands: Grand Aston, Royal Alana, Royal Kamuela, Aston, Alana, Kamuela, Quest Hotel, Aston City, Aston Inn, Harper, Neo+, Neo & favehotel.

(www.ArchipelagoInternational.com / www.Aston-International.com)

May , 2012 – September , 2012

General Manager, Parai Beach Resort & Spa Sungailiat, Bangka.

Responsible for all aspect of operations at hotel, to day-to-day staff management and guests. Become the ambassador of the hotel. Provide leadership and strategic planning to all departments in support of service culture for maximize operations and guest satisfaction. Work with hotel owners and other stake holders. Responsible for managing the Hotels management team (HOD's) and overall hotel targets to deliver an excellent Guest experience. Manage between profitability and guest satisfaction measures.

March, 2011 – May, 2012

Director of Sales & Marketing cum Food & Beverage Manager, ASTON Natsepa Ambon, Resort & Conference Center. (www.AstonAmbon.com)

March, 2012

National Consultant for Marketing and Packaging for Small & Medium Enterprises – United Nations Industrial Development Organizations (UNIDO) Pelagandong Project Maluku (UNIDO & ILO)

I worked under the overall direction and supervision of the Project Manager and National Project Coordinator (NPC) and in close cooperation with the Technical Project Advisor (TPA). I was responsible to develop marketing strategies for products produced by village productivity groups established under the Project. The assignment will also include providing advice on product design and packaging.

The main jobs Was:

1. Determine possible markets and marketing channels for the products produced by VPGs (for those produced by more than one group);
2. Assess products according to market relevance (product quality, design and packaging)
3. Propose alternative products
4. Propose appropriate market segments and related marketing channels
5. Propose follow-up activities and suitable marketing events/advertising activities
6. Where appropriate, propose additional/better suited equipment

January 25, 2010 – March 4, 2011

Project Officer Small & Medium Enterprises Development. Swisscontact WISATA Project, Flores Tourism Development Assistance. Swiss Foundation for Technical Cooperation (www.swisscontact.or.id www.florestourism.com)

October 2008 – January 2010

Assistant Beverage Manager, Hotel Borobudur Jakarta Managed by Discovery Hotels & Resorts (www.hotelborobudur.com)

MAY 2008 – SEPTEMBER 2008 (Pre opening Team)

Beverage Manager, St. Regis Bali Resort (www.stregis.com/bali)

JULY 2006 – MAY 2008

Management Trainee, Budock Vean Hotel & Golf Country Club, 65 acres of award winning garden and parkland on the tranquil Helford River, Cornwall, England (www.budockvean.co.uk)

MAY 2005 – JULY 2006

Butler (Supervisory Level), Dar Al Masyaf of Madinat Jumeirah the Arabian Resort Dubai of Jumeirah, Dubai, UAE. 2 Grand Boutique Hotels and 29 Traditional Stand alone Summer Houses- 867 rooms and suites 40 Hectares of Landscaping, 45 Restaurants and Bars.

(www.jumeirah.com/hotels-and-resorts/en./madinat-jumeirah)

FEBRUARY 2003-FEBRUARY 2004

Bartender, Villa Danieli of Sheraton Imperial Kuala Lumpur, Malaysia, The Luxury Collection

(Supporting Team From Sheraton Lampung Indonesia)

OCTOBER 1996 - APRIL 2005

Food & Beverage Various Sections, Sheraton Lampung Hotel, Bandar Lampung Indonesia

(www.marriott.com/Sheraton)

FACILITATOR / TRAINER :

- Master Trainer, Train The Trainer, preparation for Trainer certification By BNSP, for Bank DKI, 2021.
- Pembinaan Sikap Positif, Motivasi, Hospitality & Attitude, **Kementrian Kelautan & Perikanan**, 2020
- Master Trainer, Training for Trainer, CHSE, Pembekalan Penerapan Protokol Kesehatan dan Keselamatan, **Kementrian Pariwisata**, 2020
- Business Negotiation Skills, for WIKA & Telkom, Manage By IPDC Institute.
- Train The Trainer, preparation for Master Trainer certification By BNSP, Jakarta 2020
- Achieving The Champion Mindset, Kementrian PUPR, Bogor 2019.
- Service Excellence, Kementrian Perdagangan, 2019
- Train The Trainer, preparation for Trainer certification By BNSP, Jakarta 2019.
- Assertive Communication For Astra Modern Land, 2018
- Communication for accelerating your career, IDEa Indonesia, 2018
- Mastering Public Speaking, **Kemenkumham**, Jakarta
- Service Excellence for Micro, Small & Medium Enterprises (UMKM), **Ministry of Trade**. 2018
- Effective Communication Skills, **Sekolah Tinggi Penerbangan Indonesia** 2017
- Influential Communication, Pertamina Pusat, 2017
- Assertive Communication, Sun Life Financial, 2017
- Train The Trainer, preparation for Trainer certification By BNSP, Jakarta 2017.
- Expert Sharing, Master Program Student of Kalbis By Binus – Global Recognition Strategy, Cost Leadership Perspective. Jakarta, 2017
- Keynote Speaker, National Human Resources Leader Annual Meeting–Golden Tulip Group, Puncak 2017
- Key Note Speaker, Leadership In The Millennials Era – Housekeeping Seminar & Exhibition 2016.
- Train the Trainer, for all trainers of hotels managed by Archipelago International (Indonesia & Malaysia)
- Train the Trainer Tutor for Mulia Glass & Ceramic, Cikarang
- Tutor of Blue Sky Sales & Marketing Academy (March 2016 – Now)
- Suggestive Selling Training – Hotel Menara Peninsula Jakarta (2016)
- Speaker at Archipelago National Housekeeping Forum (2015)
- Master Trainer of Swisscontact Indonesia – WISATA Project (2015 – NOW)
- Formulator Team of National Competency Standard (SKKNI) for Tourism Professional (2015)
- Motivational Speaker of The 2nd Archipelago Food & Beverage Leaders May 25 – 26, 2015
- Key note Speaker of “Pemilihan Nanang Galuh” Kabupaten Banjar – South Kalimantan

- Key note Speaker of Archipelago International The 7th Human Resources Manager Forum, Yogyakarta 13 – 14 April, 2015
- Motivational Speaker at KOMPAS Job Fair (1500 People), Ageng Serang Building, November, 2014.
- Leadership Training for Department Head and Managers
- Key note Speaker of Archipelago International Human Resources Leader Forum, Jakarta March, 2014
- Key note Speaker of Archipelago International Human Resources Leader Forum, Bali February, 2013
- Guest Speaker at Women Preneur Community Competition, Jakarta 2014.
- Guest Speaker at Indonesia Chief Concierge Association affiliate Les Clefs d'Or International chapter Singapore, Presentation "Keys to Hospitality Success".
- Key note speaker tourism awareness building host by Provincial Government of Bangka Belitung held at 4 regencies June 2012.
- Communication skill and self confidence for "Putri Pariwisata Indonesia Daerah Bangka Belitung" June 2012.
- Tutor : Table Manner & Personality of "Pemilihan Putri Pariwisata Indonesia Daerah Bangka Belitung"
- Team Building Outbound Trainer & Motivator, ASTON Natsepa Ambon, 2011 - 2012
- Table Manner Trainer, ASTON Natsepa Ambon, 2011 - 2012
- Hotels & Restaurants Management Consultation Program for 4 Regencies of East Nusa Tenggara (Flores Timur, Sikka, Ende & Nagekeo), 2010
- Key note speaker, Tourism awareness program, ENDE Regency, NTT, 2011
- Basic Tour Guide Training for Tour Guide Association of Moni, Kabupaten Ende, 2011
- Performing Strategic Planning for SMK Tawa Tanah Kabupaten Sikka, 2010
- Performing Home-stay & Restaurant Association of Moni, Kelimutu, Kabupaten Ende, 2010
- Performing Tour Guide Association of Moni, Kelimutu, Kabupaten Ende, 2010
- Focus Group Discussion of Tour Guide Association, Restaurant & Homestay Association, Kab. Ende
- Focus Group Discussion of HPI & ASITA Kabupaten Sikka, 2010
- Certified Mixologist (Beverage Mixing Technique), By Joseph Boroski, New York.

TRAINING & DEVELOPMENT/OTHERS

- Self Driving Training by Rumah Perubahan of Rhenald Kasali (2016)
- Internal Quality Auditor ISO 9001: 2008, Quality Management System of Archipelago International (2012 – 2016)
- Human Sigma – Dr. John Fleming of GALLUP, 2014
- Certified Work Place Assessor - BNSP
- Negotiation Skill, Aston International Indonesia, 2012
- Effective Sale Strategy, Aston International Indonesia, 2012
- How to Turn Failure into Success, Aston International Indonesia, 2012
- How to Build and Maintain a Strong New Business Pipeline, Aston International Indonesia, 2012
- **IELT English Test Result, 6.0, November 2010**
- Branding of Flores as Tourism Destination, Swisscontact, Labuan Bajo, 2010

- Developing Destination Management Organization, by Swisscontact, Labuan Bajo 2010
- Ecommerce Tourism Marketing, Swisscontact, Bali 2010
- Intervention Design, Swisscontact, Maumere 2010
- Business Plan by Widya Wicaksana, Swisscontact 2010
- Pro-Poor Tourism Workshop by DR. Mark Humpton of Kent University London, Bali 2010
- Mixologist Training Joseph Boroski New York, by St. Regis Bali, Indonesia 2008
- Wine Sommelier Training (160 hours - Program), Harald Weismann – The St. Regis Bali, 2008
- New Manager 3 days workshop, Budockvean Hotel England, 2008
- Training for Trainer by Budock Vean Hotel England, 2007
- Hygiene & Sanitation for food handler, Madinat Jumeirah, Dubai 2005
- Professional English Butler, Madinat Jumeirah, Dubai 2005
- Starwood Leadership University held by Sheraton Lampung, Indonesia, 2004
- Master Wine Class Riedel held by Sheraton Imperial, KL - Malaysia, 2003
- Wine training held by Sheraton Imperial, KL – Malaysia 2003

ORGANISATION & OTHERS

- Founder & Chairman Hotel Sales & Marketing Indonesia
- Founder & Chairman of Human Resources Hospitality Indonesia
- Founder & Chairman of Hospitality Community Indonesia
- Head Of Blue Sky Sales & Marketing Academy
- Chairman of Manager Club of EL JOHN Indonesia Chapter Bangka, 2012
- Chairman of the jury of "Pemilihan Putri Pariwisata Indonesia Daerah Bangka Belitung", 2012
- UNIDO-ILO, PELAGANDONG PROJECT, **Marketing & Tourism National Consultant**
- Cross budget of the month of October & November which first time for the year of 2011, Aston Ambon
- Upgrading standard of Homestay & Restaurant of Moni area Kelimutu, Flores 2010
- Upgrading standard of Hotels & Restaurants of Sikka Regency, Flores 2010
- Performing Tourism Village (**Desa Wisata**) of Pemo & Moni of Ende Regency, NTT
- Obtaining and maintaining Iso Certification of Madinat Jumeirah Dubai, 2005
- Obtaining and maintaining The Best Restaurant Award from Malaysian Tattler and Wine&Dine magazine for Vila Danieli Fine Dining Restaurant, Sheraton Imperial Kuala Lumpur, 2003
- The Best Wine Seller, Villa Danieli , Sheraton Imperial Kuala Lumpur, 2003
- Champion of Basic Wine Examination at Sheraton Imperial, KL – Malaysia 2003