

ALDY RAYNALDO

FMCG Sales Manager | Certified Trainer

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PROFESSIONAL SUMMARY

Results-driven FMCG Sales Manager and Certified Trainer with 3+ years of leadership experience in General Trade (GT), Route-to-Market (RTM) expansion, distributor management, sales operations, and team development. Proven track record of delivering consistent revenue growth, exceeding sales targets, expanding market coverage, and leading high-performing field sales organizations of 250+ personnel. Experienced in sales forecasting, P&L management, business planning, market analysis, and executive reporting. Fluent in Indonesian and English with business proficiency in Mandarin.

PROFESSIONAL EXPERIENCE

PT. Alpen Food Industry (AICE) – Area Sales Manager | Feb 2023 – Present

- **Market Expansion & Growth:** Spearheaded an aggressive Route-to-Market (RTM) strategy, launching 500+ new retail outlets in West Jakarta within 3 months and achieving 100% of the 1-year New Active Outlet (AO) KPIs in just 6 months.
- **Consistent Revenue Growth:** Consistently achieved over 100% of annual sales targets for two consecutive years (2024 and 2025), driving sustainable market share growth and distribution excellence.
- **Leadership & Coaching:** Lead and develop a regional sales force of 250+ members. Acted as a dedicated trainer and coach, delivering development programs that drove operational excellence and resulted in being awarded "Best Employee 2024".
- **Strategic Reporting:** Conducted comprehensive competitor research and sales analytics, utilizing Business Proficient Mandarin to translate complex regional performance data into formal business reports for executive management alignment.
- **Channel Compliance:** Managed distributor partnerships and maintained strict trade promo compliance across canvassing teams, recognized with the "Best Market Visit Achievement 2025".

Sinergi Acoustic Engineering – Project Manager | November 2020 – November 2022

- **Stakeholder & Project Management:** Managed complex relationships with stakeholders to ensure successful project delivery and maximum client satisfaction.
- **Budget & Risk Optimization:** Tracked project costs, managed P&L constraints, and mitigated operational/financial risks to prevent project delays.
- **Strategic Planning:** Defined project scopes, objectives, and timelines while adjusting strategies in response to dynamic field conditions.

CORE COMPETENCIES

Sales Strategy • Sales Operations • Revenue Growth • Route-to-Market (RTM) Development • Distributor Management • General Trade (GT) Management • Territory Management • Business Development • Market Expansion • Sales Forecasting • P&L Management • Trade Marketing Execution • Key Account Management • Joint Business Planning (JBP) • Commercial Planning • Channel Development • Market Analysis • Team Leadership • Performance Coaching • Cross-Functional Collaboration • Stakeholder Management • Customer Relationship Management (CRM)

CERTIFICATIONS & AWARDS

- **Certified Trainer (BNSP)** – 2026
- **Best Market Visit Achievement** – PT. Alpen Food Industry (2025)
- **Best Employee** – PT. Alpen Food Industry (2024)
- **Certificate of Quake-Resistant** – Taiwan (2018)
- **Paper Research Presenter** – National Green Scientific Competition, Indonesia (2017)

EDUCATION

Maranatha Christian University

Bachelor of Engineering, Majoring in Civil Engineering | GPA: 3.63

ORGANIZATION EXPERIENCE

- **Campus Ambassador**, Maranatha Christian University
- **Chief of Spiritual Organization & Committee Member**, Various Student & Engineering Organizations (2015 – 2019)

LANGUAGES

- Indonesian (Native)
- English (Fluent)
- Mandarin Chinese (Business Proficiency)

SYSTEMS & TOOLS

Microsoft Excel • Microsoft PowerPoint • Microsoft Word • Google Workspace • Sales Reporting • Data Analytics • Business Presentation