

# Wyner Tanoto

Grand Midori Tower, Legaspi St, Philippines

<https://tinyurl.com/wynertanoto> | [wyner.tanoto@gmail.com](mailto:wyner.tanoto@gmail.com) | +639062287088

## Global Marketing Leader

Accomplished, goal-oriented leader with a comprehensive marketing management background, including global experience in establishing successful overseas businesses. Demonstrated leadership abilities in driving marketing operations, managing complex marketing projects, and overseeing extensive business units. Acknowledged for expertise in developing annual business plans; creating and launching innovative products; and managing marketing budgets. Track record of success in applying strategies that increase revenue growth and restore the profitability of underperforming businesses.

Marketing Management	Global Marketing Operations	Profit & Loss Management
Global Business Development	Product Development & Launches	Digital Marketing
Marketing Channel Development	Marketing Strategy	Crypto
Business Unit Oversight	Brand Development	Annual Business Plans

## PROFESSIONAL EXPERIENCE

**EDM Marketing Inc** Singapore – Philippines

Apr 2020 – present

### ***Group Marketing Director***

Drive the company's business growth, market strategic planning, and formulation of the company's overall work plan, while building a brand across Indonesia, Thailand, Vietnam, and Myanmar via multiple marketing channels.

Building a crypto-based gaming product for Europe and South Korea regional.

Full P&L responsibility, with ownership of marketing, product, and operations.

**OLE GROUP INTERNATIONAL (Tri7Solutions)**, Philippines

2012 - 2020

### ***Asia Regional Marketing and Technology Manager (Indonesia and Thailand)***

#### ***Country Marketing Manager (Indonesia), 2012-2016***

Currently providing oversight for the operations of an online business for the Indonesia and Thailand regions, while establishing its financial objectives and driving process improvements. Successfully established and maintained the business.

- Leverage creative expertise to develop innovative new products in E-gaming, online payment, mobile app, and CRM development.
- Develop omni marketing channels and tools focused on enhancing acquisition, conversion, and retention.
- Drove revenue growth for the business unit (Indonesia region) from SGD 6.9 Mio in 2016; and SGD 7.1 Mio in 2018.
- Successfully restored profitability for the Thailand business unit by minimizing deficits to GGR SGD 204K in 2016 and SGD 527K in 2017.

**PT. ASIA KOIN INDONESIA** (*subsidiary of Ole Group International*)

2014 - 2016

### ***Director***

Instituted the subsidiary company in Indonesia, which entailed developing its annual business plan, preparing annual budgets, and ensuring alignment with financial goals.

- Continuously leveraged marketing strategy to secure new markets and increase market share.
- Applied tactics aimed at improving the company's competitive edge in the android-game industry.

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**PT. SURYA SEMESTA INTERNUSA TBK, Indonesia**

2010 - 2012

***Marketing & Customer Advocacy Manager***

Led all aspects of brand development for the new 'Batiqa' hotel, including brand concept, philosophy, and touch points.

- Provided oversight for multiple functions, including: corporate communication, public relations (PR), IT infrastructure development, and land acquisition across most major cities in Indonesia.
- Acted as a subject matter expert by constructing annual sales/marketing plans and delivering guidance on the annual marketing plan within areas such as sales forecasts and annual net revenue projection.
- Earned recognition for successfully implanting the new hotel brand in Indonesia; driving its average occupancy of 35% to 70%; and generating gross revenue of IDR 526 million monthly.

**PT. DATASCRIP, Indonesia**

2007 - 2010

***Marketing Support Department Manager***

Exhibited leadership expertise to direct a cross-functional team comprised of 22 members across seven divisions with 50+ renowned brands such as Asus, Apple, Canon, Sanyo, and Xacti.

- Played a pivotal role in a broad spectrum of marketing activities, including: creative production and web design concepts, press conferences, product launches, media research, and brand activation.
- Provided financial oversight for key marketing programs, which involved substantial budget planning, resource allocation, and report generation.
- Oversaw an annual marketing budget of IDR 20 Bio and managed all aspects of corporate communications.
- Delivered quality training and initiated reporting systems that enhanced internal communication.

*Earlier experience as a **Marketing Communication Manager** for PT. Indomo Mulia*

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## EDUCATION

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**Bachelor of Art: Visual Communication & Multimedia** | Karl Van Bosh, Sydney, Australia

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## ENTREPRENEURIAL EXPERIENCE

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Tanoto Property: 4 Property Investment and Lease Owner, 2012 - present

BomBarBeer Beer House & KTV: Former Founder, 2012

Billiton Sejahtera Mandiri Seaweed Plantation (Belitung Island, Indonesia): Former Investor, 2007