# IKHSAN ALI IMRON

BUSINESS DEVELOPMENT · F&B & HOSPITALITY

Denpasar, Bali, Indonesia · +62 859 3118 3445 · ali@sunaliproject.com · sunaliproject.com

## PROFILE

Thirteen years in food and beverage, from the espresso bar through coffee retail management and digital marketing into B2B capital equipment sales to hotels and resorts — and now business development for a premium cigar distributor in Bali. I work on the commercial and operational layer underneath hospitality businesses — account growth, sales and consignment systems, workflow automation, product training, and the costing behind pricing decisions — and I build the systems rather than only advising on them. I have also run my own businesses throughout: an independent coffee shop for five years, and currently a performance-booking brand where I own the marketing, the pipeline and the P&L. Starbucks-certified Coffee Master.

## SELECTED RESULTS

**IDR 2.95 B**
CLOSED IN SIX MONTHS
Capital equipment sold to hotels, resorts and restaurant groups

**200+**
ACCOUNTS MANAGED
Hospitality pipeline across Bali, single point of contact

**2–3 days → 1–3 hrs**
PROJECT QUOTATION TURNAROUND
Rebuilt around templates and reusable AI prompt systems

## EXPERIENCE

### Business Development

Oct 2026 — present

**TVI Bali (PT Tembakau Ventura Internusa) — Bali** · Distributor of Macanudo, CAO and Captain Black premium cigars

- Lead business development for the Bali operation across on-trade — hotels, resorts, bars and restaurants — and off-trade retail, reporting to the directors and Jakarta HQ.
- Grow the on-trade channel from the hotel and resort network built in equipment sales; structure consignment, hybrid and distribution partnership proposals for new accounts.
- Laid the groundwork for long-term growth: stock opname across every outlet holding company stock, a receivables collection tracker, and a weekly commercial report.
- Built a mobile consignment portal (Next.js, Supabase) where outlets confirm deliveries and submit month-end stock counts with photo proof, feeding refill planning and the invoice recap for Accurate — plus a daily no-login dashboard for the board.
- Design and deliver cigar product-knowledge training for outlet staff, measured with pre- and post-tests; run a three-month programme developing field and delivery staff into sales roles.

### Founder & Principal OWN VENTURE

Jan 2026 — present

**Sun Ali Project — Denpasar, Bali** · Independent F&B digital marketing and operations practice

- Independent practice serving F&B and hospitality operators in Bali: content and social systems, sales operations, costing, and the commercial documents that carry them.
- Smoke M3 Up (weekend smoked-meats warung, Umalas) — took the brand from a social audit and ninety-day KPI framework through launch: a nine-post launch campaign, menu and print, and opening hours moved to dinner once the first weekends showed where demand sat.
- Repositioned the brand away from competing on American-barbecue terms and onto a local shared-meal frame, with the owner as visible pitmaster; restructured pre-orders into a main conversion route alongside dine-in and take-away.
- Ran its first paid campaign: a five-day Instagram boost targeted only at Bali reached 41.9K people on IDR 450K — 152× the organic daily reach, 1.17% click-through, IDR 4,490 per 1,000 views — reported with a plan for the next run.

### Founder & Brand Lead OWN VENTURE

2025 — present

**Bali Sax Management — Bali** · Live performance booking brand, run concurrently

- Own and run a saxophone performance business: weekly restaurant residencies in Ubud and Nusa Dua alongside private and corporate events, with venues booking directly off the brand's own channels.
- Built the visual identity out from the logo and generated the Instagram feed and Story template system programmatically, so every post lands on the same grid without being redesigned.
- Run the full commercial cycle: rate card, proposals, performance agreements, invoicing and venue relationships — including reviewing and negotiating residency contracts before signing.

### Sales Executive & Product Specialist

Jun 2024 — Sep 2026

**PT Putra Surya Internusa — Denpasar, Bali** · Distributor of Slayer Espresso, Rational, Robot Coupe, Riedel and Halton

- Closed IDR 2.95 billion in equipment sales within six months — capital purchases requiring multi-stakeholder approval from owners, general managers, executive chefs and purchasing.
- Built and managed a pipeline of 200+ hospitality accounts across Bali: hotels, resorts, restaurant groups, cafes and beach clubs.
- Owned the complete sales cycle without handoffs — site survey, live demonstration in the client's own kitchen, technical consultation, quotation, negotiation, installation coordination and operator training.
- Produced the pre-sales analysis: running-cost comparisons between equipment variants, payback workings for capital purchases, utility-load checks and technical proposals.

- Rebuilt the quotation process around document templates and reusable AI prompt systems, taking multi-line project quotes from two to three days down to one to three hours and standard equipment quotes to under five minutes.
- Ran the pipeline in Odoo ERP and CRM; technical authority for Slayer espresso systems and Rational combi ovens, delivering barista and operator training after handover.

### Barista
2022 — 2024

**Drifter Surf Shop Cafe & Gallery — Uluwatu, Bali**

- Ran bar service at volume in a high-turnover tourist location, holding drink consistency through peak hours alongside a team of five.
- Handled routine maintenance and calibration on brewing equipment to keep downtime and waste low.

### Digital Marketing
Jul 2021 — May 2022

**Kovré Coffee Roaster (PT Tanah Permai Indonesia) — Sidoarjo, East Java**

- Full digital marketing remit for an independent roaster and coffee shop: content strategy across platforms, visual assets and search visibility for the website.
- Worked alongside the sales team so campaigns were aimed at commercial targets rather than reach for its own sake.

### Founder & Owner `OWN VENTURE`
Jul 2016 — Jul 2021

**UWArkop Sebro — Cileungsi, West Java** · Independent coffee business, run concurrently with the roles below

- Built and ran an independent coffee business for five years — sourcing, supplier negotiation, inventory control, pricing, marketing and daily cash flow.
- Owner's-side fluency in equipment ROI, food cost and staffing; the basis of credibility when advising F&B owners on major capital decisions.

### Marketing Officer
2020 — 2021

**PT Data Binary Solution — Jakarta**

- Generated B2B leads and supported corporate marketing campaigns; produced presentation assets and cross-department project tracking reports.

### Barista `3RD PLACE, NATIONAL TUKU MANUAL BREW COMPETITION`
Jul 2019 — Jan 2020

**Tuku (MAKA Group) — Jakarta**

- Bar service and manual brewing to brand standard; supported the opening of a new store in Cibubur.

### Outlet Manager
Jan — Jun 2019

**Stargazer Coffee & Roastery — Jakarta**

- Ran daily operations: staff scheduling, inventory purchasing, supplier terms and service standards, with weekly performance reporting to ownership.

### Coffee Master & Barista Trainer `BLACK APRON CERTIFIED`
Dec 2017 — Jan 2019

**Starbucks Indonesia (PT Sari Coffee Indonesia) — Jakarta**

- Earned Coffee Master certification; trained and mentored incoming baristas on coffee craft, beverage standards and customer experience against a global brand's benchmarks.
- Led coffee tastings and education sessions for customers; ran stock opname and store compliance checks.

### Production Operator
Jul 2013 — Jun 2016

**PT Indesso Aroma — Cileungsi, West Java** · Natural ingredient manufacturing

- Monitored quality control compliance and compiled daily production tracking logs in a large-scale manufacturing environment.

## EDUCATION

### Bachelor of Communication Studies
Aug 2015 — Jun 2020

**Universitas Mercu Buana, Jakarta** · GPA 3.52 / 4.00

Thesis: the editor's role in designing a public road-safety campaign video

## TOOLS & CAPABILITIES

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|---|---|
| SALES & CRM | Odoo ERP & CRM · Accurate · consultative and solution selling · key account management · consignment and distribution partnerships · quotation and negotiation · pipeline management |
| AUTOMATION & AI | Make.com · Zapier · Google Apps Script · Next.js, Supabase and Vercel for internal tools · Python for asset generation · reusable prompt and skill systems with Claude, ChatGPT and Gemini |
| MARKETING | Content strategy and calendars · social media systems for F&B · Instagram paid campaigns and reporting · brand identity and asset libraries · SEO and organic visibility |
| ANALYSIS | Excel — HPP and product costing, pricing and margin, break-even and payback, sales forecasting, stock and receivables tracking, dashboards and reporting |
| CREATIVE | Video production and editing · photography and retouching · CapCut, FFmpeg, Canva · decks, proposals and PDF documents · HTML and CSS |
| HOSPITALITY | Espresso calibration and dial-in · barista, operator and outlet-staff training · premium cigar product knowledge · commercial kitchen and bar workflow · equipment specification |
| LANGUAGES | Bahasa Indonesia (native) · English (professional working proficiency) |