

Summary of Qualifications

:

- A music industry veteran with 18 years of experience as musician, music producer, lecturer, trainer, coach, band manager, merchandise designer, distributor, online media, digital music aggregator and music tourism agency.
- A creative digital professional with 3 years experience in helping digital campaign for the likes of Google, General Motors, Citilink and Panasonic.
- An excellent business manager with 3 years of experience in retail industry.
- A Master of Management graduate, majoring Entrepreneurship & Small Business Development in Padjajaran University Bandung, Indonesia, with grade point of 3,43 average based on 4-point scale.
- Recipient of British Council's Creative Entrepreneur of The Year 2014.
- Member of Reviewer of Mapping & Development Planning for Music Industry at Ministry of Tourism and Creative Economy of Indonesia 2014

Working Experiences

Music	February 2015 - ...	Tempo Media	Jakarta
		Moderator & Curator for #MusikTempo (Monthly event)	
		<ul style="list-style-type: none">▪ Build content plan and curate resources.▪ Moderate live discussions with music experts.	
	January 2015 - ...	Konserama Music Tourism Agency	Jakarta
		Founder	
		<ul style="list-style-type: none">▪ Build the business from scratch using Lean Startup method; partner with local advertising agencies and brands, also festival organisers in UK to organise Indonesian professionals to get UK's music experience.	
	December 2012 - ...	Musikator Music Agency	Jakarta
		Founder & Director	
		<ul style="list-style-type: none">▪ Initiate direct partnership with Spotify (Sweden), Deezer (France), Guvera (Australia), Rdio (USA), Mix Radio (UK).▪ Sign more than 400 local Creators in less than 2 years.▪ Consult Creators and Partners for content development strategies.▪ Recipient of The British Council's Creative Entrepreneur 2014.▪ Member of Reviewer of Mapping & Development Planning for Music Industry at Ministry of Tourism and Creative Economy of Indonesia 2014.▪ Member of Indonesia Music Award committee.	

June 2009 - May 2010 Pelita Harapan University Jakarta

Guest Lecturer for Music Entrepreneurship

- Build program syllabus & lecture plans.
- Lecture Music Entrepreneurship, Business Communication, Music Industry, Artist Management, Grant Writing for The Arts, Media Planning, Digital Marketing for Musician

May 2003 - August 2007 Soda Music Agency Bandung

Founder & General Manager

- Build the business from scratch; connect independent bands with Internationally-known companies like Sony Music Entertainment, Electric Sunglasses, Macbeth Shoes, and Volcom.
- Merchandise designer and distributor for Puppen, the highest selling band merchandise in that era.
- Help Burgerkill band to land 2004's "Best Metal Production" from AMI Award.
- Distinguished finalist of British Council's International Music Entrepreneur of The Year 2006.

June 1992 - January 2002 Puppen Band Bandung

Founder, Producer & Guitarist

- Build the band from scratch; releasing 3 self-produced albums and 10 singles.
- Signed endorsement deal with Volcom.
- One of the most influential rock band in Indonesia in the 90's according to News Music magazine.
- Write "Atur Aku" music which included in the list of Rolling Stone's 150 Best Indonesia Song Ever.

Digital

April 2011 - February 2015 Cerahati Digital Media Jakarta

Co-Founder & Managing Director

- Build the company from scratch; reach \$1 mio annual billing in less than 2 years.
- Program Director of Google+ Indonesia, 2013.
- Executive Producer of Citilink's digital campaign, 2013, task include:
- Executive Producer of General Motors Indonesia social media campaign, 2011 - 2014.
- Executive Producer of Panasonic's Foto Festafet, 2012.

Nov 2008 - Dec 2009 Surfer Girl Kuta - Bali

Multimedia Manager

- Asses company's branding strategy and develop internet branding tools.
- Plan and oversee Facebook fan page strategy that gets more than 3.000.000 fans.
- Oversee website's design, layout and development.

Curriculum Vitae

Robin Ch. F. Malau

Feb 2008 - April 2011

Distorsia.com

Kuta, Bali

Principal

- Undertake clients' website design and development.
- Oversee website hosting and maintain plugins and database.
- Develop online content.
- Manage 48 websites that generate 200k unique monthly traffic.

Corporate Management

Sept 2006 – Feb 2008

PT. Sinar Cipta Abadi

Kuta, Bali

Sales & Operations Manager

- Oversee 13 stores with 125 employees and undertake 6 sales managers.
- Managing total assets of IDR 55 bio which generates annual sales of 23 bio.
- Plan & Initiate Customer Loyalty Program managing 25k customers.

2001–2003

PT. Volcom Indonesia

Kuta, Bali

Asst. Marketing Mgr.

- Report directly to General Manager.
- Help company to achieve Licensee of The Year in 2002.
- Oversee overall marketing communication programs including advertising, and event planning.
- Plan & execute 36 Surf Series and 4 Skateboard Series Tours.
- Plan & supervise company sponsorship with 4 national skateboard events.
- Plan & supervise advertising with 4 major national magazines.
- In charge for company's quarterly marketing newsletter.
- Oversee 2 athlete managers & 1 band manager.
- In line responsibility with 20 athletes & 5 musicians.

Musician

1992 – 2002, **Puppen**; (3 self financed albums, 10 compilations)

2001, **The Bahamas** (EP I & II songs)

1999, **Pas Band**; Single 'Kucingku'

1998, **The Happy**; 1 demo tape

1997, **Burgerkill**; Single 'Original Scumbag'

Presentations

- "*Lean Startup in Music Tourism Agency Business*", a lecture for Master of Business Administration ITB, Bandung, April 2015.
- "*Growing an Innovative Start-up Based on International Mindset*", a lecture for School of Business Management ITB, Bandung, April 2015.
- "*Music Entrepreneurship in Digital Era*", a lecture for Music Business class at SAE Institute Jakarta, March 2015.
- "*How To Hack Music Industry*", a lecture for Media Technology Seminar, Binus International, Jakarta, March 2015.
- "*How Music Festival Change My Life*", a presentation for TEDxBandung, Ngariung VII, Bandung, March 2015.
- "*How to Build Musicians' Business*", a presentation for Rock In Celebes Festival, Makassar, December 2014.
- "*The Great Shift of Music Industry*" an essay that summarises the change in global music industry, presented at Pecha Kucha Jakarta, September 2014.
- "*Musik Indonesia Untuk Semua*", an essay that highlights the blue print of Indonesia music industry sector, presented at *Mau Dibawa Kemana*

Curriculum Vitae

Robin Ch. F. Malau

- Ekonomi Kreatif Indonesia Seminar*, Indonesia Kreatif & Ministry of Tourism and Creative Economy, Jakarta, June 2014.
- “*Opportunities of Live Music Industry in Indonesia*”, a presentation for *Live Music Industry Pitching Party* at The Great Escape Festival, Brighton, UK, May 2014.
 - “*Unresolved - How to Solve Music Industry Problems Through Digital Distribution*”, a presentation for British Council’s regional final of Young Creative Entrepreneur, Jakarta, April 2014.
 - “*Developing Research Ideas*”, a lecture for Psychology class at Atma Jaya University, Jakarta, March 2014.
 - “*Musik di Era Digital*” an essay that summarises how the music industry evolves in digital era, presented at Obsat, Jakarta, March 2012.
 - “*Business Planning in 10 Slides*” a summary of Business Planning, included in the list of “best business presentation” in SlideShare.net in 2010.
 - “*Websites That Work*”, presented at Bali Export Development Organization sharing session, Bali, June 2009.
 - “*Music Entrepreneurship, The Opportunities*”, presented at the launch of Creative Entrepreneur Network, Bali, April 2009.
 - “*Your Life is Critical*”, presented at *U Choose: Indie, Major, Minor*, held by Sampoerna A Mild, Bali, June 2008.
 - “*Why Work While You Can Rock*”, presented at regional final of International Young Music Entrepreneur of The Year, The British Council, Jakarta, April 2006.
 - “*Study Perencanaan Bisnis Merchandising Musik di CV. Stoked Berdasarkan Aspek-aspek Kewirausahaan*”, presented as a partial fulfillment of Magister Management Post Graduate Degree, Padjajaran University, Bandung, August 2005.

Education Degree

- 2004 – 2005 Padjajaran University Bandung**
- Master of Management Graduate Degree, Entrepreneurship Management & Small Business Development.
 - Graduated grade point of 3,43 average based on 4 point scale.
- 1992 – 2003 School of Foreign Language Bandung**
- Bachelor of English Language, Undergraduate Program
 - Part time course.

Non Degree

- Training Seminar on Performers’ Rights in Indonesia, Directorate General of Intellectual Property Rights and State Secretariat for Economic Affairs, 2014.
- Lean Startup Machine - A workshop for lean startup method, Singapore, 2012.
- CHANGE Seminar, Change Management & Hope Management, Rhenald Kasali Management & Gramedia, Bandung, 2005
- Excellence Service Training, PT. Volcom Indonesia, 2003

Honors

- British Council Creative Entrepreneur of the Year, 2014
- Rolling Stone Magazine’s 150 Best Indonesia Song Ever, Atur Aku - Puppen Band, 2009

Curriculum Vitae

Robin Ch. F. Malau

- British Council's International Young Creative Entrepreneur of The Year, Distinguished Finalist, 2006
- Anugrah Music Indonesia (AMI Awards) Best Metal Production, Burgerkill, 2004
- Newsmusik Magazine's Best Indonesia Independent Band, Puppen, 2000

Professional Organisations - Categorization board of Anugerah Musik Indonesia (AMI Awards), 2015.

Skills & Knowledge

Management

Strategic Management, Creativity & Innovation Management, Business Planning, Sales & Marketing, Human Resource, Operation Management

Computer/Internet

CSS, HTML/XHTML, Wordpress theme development.

Computer Literature

Office

Apple's iWork suite, Google Drive, Microsoft Office.

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