

## **EFFENDI IBNOE**

Jalan Cempaka Lestari Raya, Blok G / 14, Lebak Lestari Indah, Lebak Bulus, Jakarta-Selatan

Mobile : +6281511102500

Email : [effendiibnoe@yahoo.com](mailto:effendiibnoe@yahoo.com)

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### **SUMMARY**



**Effendi Ibnoe**

### **PLACE AND DATE OF BIRTH**

- Madura, 24 Mei 1954

### **PROFESSIONAL EXPERIENCE**

- Currently (as of June 10<sup>th</sup> , 2014 ) as VP & Chief human Energy Officer at PT Intraco Penta, Tbk.
- Bakrie & Brothers Services and Executive Director / Chief Learning Officer of Bakrie Learning Centre( March, 1<sup>st</sup> 2011)

Position hold : Director, Human Capital Strategy & Solutions

- **PermataBank ( 10 months ) – assigned to Standard Chartered Bank**  
July, 2008 – December, 2010.
- PermataBank, Indonesia

Position hold : Bank Director - Human Resources

#### **Responsibility :**

- Leading the Human Resources function at a local bank ( 5,400 FTE's and 1500+ Outsourced employees ), overseeing Talent Acquisition & Management, People Products management, Industrial Relations/Employee Relations and Engagement, HR Operations & Systems and HR business supports.

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### Key Achievements :

- Quality/high calibre talents acquisition : 50+ VP positions and 900+ staffs
- Improved Reward processes effectiveness ; and market competitiveness
- Improved HR operations and employee services
- HR function restructure, to improve productivity and significant cost savings
- Improved employee engagement and morale
- People and organization review processes ; top talents identification and development plan ; bank-wide succession plan established.

### **GENERAL ELECTRIC COMPANY( GE )**

**1997- 06/2008**

*( A Global Fortune 500 Company )*

#### • **GE Money Thailand -- Bangkok, Thailand**

**2005 – June, 2008**

Position held : **Executive VP - Human Resources**

Responsibility:

- Strategic Talent Development & Management; C & B competitiveness, Industrial Relations & Employee Relations and HR IS ; overseeing 4,000 employees.

Key Achievements :

- Staffing the best talents in the industry, resulted sustained business growth
- Developed effective Salary Structure and Increase Guideline, also Variable Incentive Compensation policy and structure
- Improved Employee morale and retention.

#### • **GE Corporate Southeast Asia – Kuala Lumpur, Malaysia**

**2002 - 2005**

Position held : **Regional Human Resources Director, GE SE Asia**

Responsibility:

- Overseeing 6 countries (Indonesia, Malaysia, Singapore, Thailand, Philippines and Vietnam ), with overall 7,000 employees.

Key Achievements :

- Building regional talents capability and culture, to support SEA growth ( Revenue of \$ 2.5 B in 2005 )
- Employee Morale all time high
- Competitive reward system
- Talent development and management
- Additional roles as Regional talents assessor and coach in the Asia Talent Forum.

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- **GE Finance Indonesia – Jakarta, Indonesia**

**1999 - 2002**

Position held: **Human Resources Director**

Responsibility:

- Overseeing GE's consumer financing business in Indonesia ; focus on talents acquisition to support growth and developed and retained talents in a competitive industry.

Key Achievements :

- Organization development and staffing for growth
- All time high employee morale and industrial/employee relations achieved
- Business partner's role at best, based on leaders' feedback

- **GE International/Corporate in Indonesia - Jakarta, Indonesia 1997 – 1999**

Position held: **Human Resources Director**

Responsibility:

- Overseeing all 8 GE businesses in Indonesia, 3,000 employees
- Significantly grew talents pool in GE Indonesia
- Restructuring in GE Lighting
- Developed competitive reward systems

Key Achievements :

- Established common structure and C&B programs across businesses
- One-GE employee relations programs
- Talent development and management / retention

**P.T. KARABHA UNGGUL / MAKRO INDONESIA, Jakarta, Indonesia 1993 - 1997**

*(A Dutch Retail Company)*

Position Held : **Human Resources Director**

Responsibility:

- Overseeing 2,000+ employees in 7 Makro stores across Indonesia.

Key Achievements :

- Building the organization and staffing & developing local talents, for the growth and opening of 6 more stores, between 1993-1997
- Strategic Leadership Development, rotation of Store General Managers across the Region and improved quality and service to customers
- Responsible for Public Relations/Government Relations

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### **P.T. USI JAYA / IBM Indonesia , Jakarta & Hong Kong 1982 – 1993**

*( International Business Machine, head quarter in USA)*

- **Marketing Planning Manager** **1989-1991**

Responsibility:

Reporting to IBM Director of Operations, responsible for Marketing Planning and Analysis.

Key achievements:

- Developed consolidated marketing plan for IBM in Indonesia
- Quarterly product planning and achievement monitoring / measurement
- Developed and implemented sales incentive plan

- **Program Manager Resource Planning / HR for IBM Asia Pacific, based in HongKong 1987-1989**

Responsibility:

- Responsible for staffing & development of talents at Asia Pacific HQ organization

Key achievements:

- Set up the A/P HQ organization based in Hong Kong
- Organization development/structure and staffing of multi-national talents

- **Manager, Employee & Management Development / HR** **1985-1987**

Responsibility:

- Responsible for training and development for IBM Indonesia organization, with 600+ employees

Key achievements:

- Developed training roadmap and implemented across the organization
- Developed and implemented the mentoring and coaching program

- **HR Specialist** **1982-1985**

Responsibility:

- Responsible for Compensation & Benefits, reporting to Country HR Manager.

Key achievements:

- Set up Compensation and Benefits structure and program
- Execute and monitor, Benefits programs / administration.

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### **EDUCATIONAL BACKGROUND**

- Master Degree at IPMI- International Business School, MM, MBA .
- Bachelor Degree in Psychology, Majoring in Industrial Psychology  
Faculty of Psychology, University of Indonesia – Jakarta, 1982
- Advanced Human Resources Development Course ( AHRDC ), @ GE University,  
USA – 1999
- Management Development Course ( MDC ), @ GE University, USA - 2003

### **CERTIFICATIONS & AWARDS**

#### **Certification**

- Certified **Black Belt** ( BB ) in Quality/Six Sigma, GE - 2000

#### **Awards**

- Nominated and awarded stock options grant, GE 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2006 ( +RSU's ) and 2007 ( +RSU's ).
- Won the AAA ( Annual Achievement Award ) for excellent contribution in the Human Resources Management area, IBM - 1984

### **PROFESSIONAL DEVELOPMENT**

- HR Merger & Acquisition and Due Diligence workshop, Osaka, Japan 2004
- Compliance Leadership, KL, Malaysia , 2003 / Singapore 2004
- Risk Management, Jakarta, Indonesia 2001

### **PROFESSIONAL ASSOCIATION**

- Vice Chairman, Indonesia Association of Organization and Industrial Psychologist
- Guest lecturer at the Faculty of Psychology, University of Indonesia -Authorized instructor / facilitator of the Seven Habits of Highly Effective People
- Member of HR Directors Forum in Jakarta / Indonesia and Bangkok / Thailand

### **OTHER CREDENTIALS**

**Languages** : English ( Fluent ), Bahasa Indonesia ( Fluent ), Dutch ( Beginner Level), Thai ( Beginner Level ).