

Richie Putra

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PROFESSIONAL SUMMARY

Experienced account management and commercial professional with 8+ years of experience driving revenue growth, managing enterprise portfolios, and driving marketing performance across Southeast Asia and Greater China. Proven track record of exceeding revenue targets, expanding strategic accounts, and building long-term client partnerships in fast-paced digital and technology environments. Experienced in pipeline development, consultative selling, and navigating complex sales cycles across regional markets.

PROFESSIONAL EXPERIENCE

Team Leader

TDCX Thailand | Bangkok, Thailand | 2024-Present

- Own and manage strategic portfolio across Southeast Asia and Greater China, including enterprise and high-growth clients.
- Consistently achieve and exceed assigned revenue targets through proactive pipeline development and account expansion.
- Identify new business opportunities and drive full-cycle sales execution from prospecting to implementing solution recommendation.
- Develop trusted advisor relationships with senior stakeholders, improve client satisfaction, and long-term revenue growth.
- Deliver strategic presentations and solution recommendations aligned with client business objectives.
- Collaborate with cross-functional teams including product, quality, and operations to support client success.

Product Expert

TDCX Thailand | Bangkok, Thailand | 2023

- Partnered with client's regional PMM to support GTM strategy & activations for key product areas.
- Drove product adoption in client's biggest markets in APAC: Thai & Vietnamese markets.
- Identified gaps & shaped internal training to ensure alignment & consistency.

Account Specialist

TDCX Thailand | Bangkok, Thailand | 2021-2023

- Managed portfolio of 600+ client accounts across multiple verticals Increased product adoption and client engagement through strategic account planning and consultative selling.
- Identified and developed new revenue opportunities, contributing to overall regional growth.
- Supported complex sales cycles involving multiple stakeholders and business decision-makers.
- Maintained accurate pipeline tracking and forecasting using CRM systems.

Head of Graphic Design

Agung Podomoro Land | Jakarta, Indonesia | 2018-2021

- Oversaw brand positioning across digital platforms, ensuring consistent messaging and visual identity.
- Directed cross-functional teams to deliver digital assets including a corporate website and mobile app, aligning them with business objectives.
- Acted as the central liaison between internal teams, executives, and external agencies to ensure smooth project execution.

EDUCATION

Master of Business Management, Bina Nusantara University

Bachelor of Arts, Animation, Bina Nusantara University

CORE SKILLS

- Enterprise Sales
- Account Management
- Pipeline Development
- Strategic Prospecting
- Revenue Growth
- Client Retention
- Consultative Selling
- CRM System
- Digital & Mobile Marketing Ecosystem

LANGUAGES

- English – Fluent
- Bahasa Indonesia – Native
- Chinese Mandarin – Business Proficiency
- Chinese Cantonese – Conversational
- French - Conversational

KEY ACHIEVEMENTS

- Consistently increasing revenue attainment QoQ.
- Managed regional enterprise portfolio across Southeast Asia.
- Ranked among top performers in regional team.
- Expanded adoption across strategic enterprise accounts.