

# Maria Sukrisman

msukrisman@gmail.com



## Marketing Specialist

A seasoned and passionate professional, holds expertise in Consumer Products and Banking Industries from Retail to Wealth Management in the last 25 years. Well positioned in key management team as SVP – Marketing Head in HSBC and Citibank, Card Product & Marketing Head in BCA, Product & Marketing Mangers in various FMCG companies. Now as Artisan Marketing in Communications, Consulting and Workshop.

## Customer's Segmentation and Insight

An Evangelist in optimizing Customer's segmentation and insight to maximize the business growth. Develop the Customer-centric approach to win the competition in the market. A believer that insight will drive creativity and innovation.

## Strategic Marketing & Branding

Spent more than 15 years in two well established and premium financial institutions, Citibank and HSBC Consumer Banking and Wealth Management, Maria Sukrisman has been recognized as a Banking Marketer. Her expertise in introducing 360 degree winning formulas in Strategic Marketing, Creative Product launching, customer's activation/engagement and high impact commercialization inside-out approach. Recent years transformation in digital marketing shapes the echo system to lift-up the brand to be more relevant and engaged to the targeted audiences.

## Strategic Partnership and Sponsorship

- To support the business growth, her collaboration with the right and relevant strategic partners is one of her best competencies.
- Her negotiation skill-set, network and ability to connect are undoubtedly. Various local and international brands events and conferences were successfully delivered and connected.
- Her signature large scale events such as HSBC Wealth & Beyond Personal Economy Forum invited International aspirational speakers herself namely Chris Gardner (Author - Pursuit of Happiness), Jordan Belfort (Author - The Wolf of Wall Street), Li CunXin (Author - The Mao's last dancer) and Adam Khoo (Award-Winning Singaporean Entrepreneur).

## Highlight Competencies

- Marketing & Branding Strategies
- Campaign Management
- Event Management
- Partnership & Sponsorship
- Digital & Content Marketing
- Customer's engagement/ activation

## Education & Background

Data Processing Degree from City University, WA - USA

Attended various training including

- The Chartered Institute of Marketing, London, UK
- Eagles Leadership Conference, Singapore
- MARKPLUS with Philip Kotler
- Various Leadership workshops – Hong Kong, Singapore, Indonesia