

Certified FMCG Emerging Leaders

Bootcamp Schedule

Phase	Session ID	Session Title	Module Tittle	Format	Date	Time (Start)	Time (End)	Facilitator Name
Phase 1 (Onboarding & Industry Orientation)	1.1	Welcome & Program Immersion	Welcome to the Industry: Your FMCG Journey Starts Here	Recording	1 July 2026			Annisa Rahma, VP FMCG Academy & Brand Manager
	1.2	FMCG Career Landscape	The FMCG Career Map: Where You Are and Where You Can Go	Live Zoom	4 July 2026	10:30	12:00	Hardian Prabowo, President & Founder Life At FMCG
	1.3	Future-Ready Skills for Professionals	Building Your Edge: The Competencies That Matter Most Right Now	Live Zoom	4 July 2026	13:00	14:30	Freggy Adipurwa, Head of Trade Marketing
	1.4	Capstone Reveal & Track Selection	Your Real Challenge Starts Here: Capstone Brief & Track Selection	Live Zoom	4 July 2026	14:30	15:00	Annisa Rahma, VP FMCG Academy & Brand Manager

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Phase 2 (FMCG Commercial Foundations)	2.1	FMCG Business Model, Consumer & Shopper Insights	How FMCG Makes Money: Business Model, Consumer, and Shopper	Live Zoom	11 July 2026	9:00	10:30	Cherish Imballo Harahap, Head of Commercial Development Team
	2.2	Digital Transformation in FMCG	FMCG in the Digital Age: How Indonesia's FMCG Industry is Adapting Right Now	Live Zoom	11 July 2026	10:30	12:00	Giovani Putra, ITBP Commercial Lead
	2.3	S&OP & Cross-Functional Alignment	Planning Across Functions: S&OP and the Art of Commercial Alignment	Async / LMS	7 July 2026			Lucky Iqbal Maliki, Head of Supply Chain
	2.4	Leading in FMCG – The Emerging Leader Mindset	What It Takes to Lead Early: The FMCG Emerging Leader Mindset	Async / LMS	9 July 2026			Sarah Fatikasari, Learning & Capability Manager

Phase	Session ID	Session Title	Module Tittle	Format	Date	Time (Start)	Time (End)	Facilitator Name
Phase 3 (Functional Specialization Track A - Brand & Marketing)	3A.1	Brand Strategy & Positioning	From Product to Brand: How FMCG Companies Build Meaning at Scale	Live Zoom	18 July 2026	9:00	10:30	Mia Al Maidah, Head of Marketing Food & Brand Development
	3A.2	Consumer Insights & New Product Development	Building What People Actually Buy: Consumer Insight and NPD in FMCG	Live Zoom	18 July 2026	10:30	12:00	Annisa Rahma, VP FMCG Academy & Brand Manager
	3A.3	Integrated Marketing & Campaign Management	Marketing That Works: Campaign Planning, Execution, and Measurement in FMCG	Async / LMS	15 July 2026			Nadya Augustya, Marketing Manager

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Phase 3 (Functional Specialization Track B - Commercial & Sales)	3B.1	Trade Marketing & Channel Strategy	Winning at the Shelf: Trade Marketing and Channel Strategy in FMCG	Live Zoom	18 July 2026	13:00	14:30	Irsyad, Head of Trade Marketing
	3B.2	Key Account Management & Customer Relationship	The Art of the Partnership: Key Account Management in FMCG	Live Zoom	18 July 2026	14:30	16:00	Benedicta Canyasuma Primawidya, Senior National Key Account Group Manager
	3B.3	Route to Market & General Trade Execution	The Last Mile: How FMCG Products Reach the Hands of Consumers	Async / LMS	15 July 2026			Hendra Ricky Tambunan, Route to Market Head

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Phase 3 (Functional Specialization Track C - E-Commerce & Digital Commerce)	3C.1	FMCG E-Commerce Landscape & Strategy	The Digital Shelf is the New Shelf: E-Commerce Strategy for FMCG Brands	Live Zoom	25 July 2026	9:00	10:30	Feriana Chandra, Head of E-commerce
	3C.2	Digital Shelf & Content Commerce	From Search to Cart: Building a High-Performing Digital Shelf Presence	Live Zoom	25 July 2026	10:30	12:00	Kamila Rahandini, E-commerce Business Development Manager
	3C.3	E-Commerce Performance Marketing & Growth	Growth on the Platform: How FMCG Brands Scale Their E-Commerce Business	Async / LMS	22 July 2026			Rozan Fauzan, Media Manager

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Phase 3 (Functional Specialization Track D - Supply Chain & Operations)	3D.1	Demand Planning & Forecasting in FMCG	Predicting What the Market Needs: Demand Planning in FMCG	Live Zoom	25 July 2026	13:00	14:30	Antonius Albert, Customer Service Logistic Manager
	3D.2	Supply Chain for E-Commerce & Sustainable Operations	Sustainable and Scalable: Building Supply Chains That Last in FMCG	Live Zoom	25 July 2026	14:30	16:00	Albert Koto Indardyo, Senior E-Commerce Transformation Leader
	3D.3	S&OP – Connecting Supply Chain to Business	The Bridge Between Sales and Operations: S&OP in Practice	Async / LMS	22 July 2026			Lucky Iqbal Maliki, Head of Supply Chain

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Phase 4 (The FMCG Roundtable)	4.1A	The Leader's Room — Company Mondelez	C-Level shares company strategy, real challenge, unscripted Q&A with cohort	Live Zoom	1 August 2026	10:00	10:45	Talent Network Alliance Partners
	4.1B	The Breakroom — Company Mondelez	Speed networking by function (Brand/Commercial/E-Comm), open conversation, real feedback	Live Zoom	1 August 2026	10:45	11:45	Talent Network Alliance Partners
	4.2A	The Leader's Room — Company Frisian Flag	C-Level shares company strategy, real challenge, unscripted Q&A with cohort	Live Zoom	8 August 2026	10:00	10:45	Talent Network Alliance Partners
	4.2B	The Breakroom — Company Frisian Flag	Speed networking by function, open conversation, real feedback on track-related topics	Live Zoom	8 August 2026	10:45	11:45	Talent Network Alliance Partners
	4.3A	The Leader's Room — Company ParagonCorp	C-Level shares company strategy, real challenge, unscripted Q&A with cohort	Live Zoom	15 August 2026	10:00	10:45	Talent Network Alliance Partners
	4.3B	The Breakroom — Company ParagonCorp	Speed networking by function, open conversation, real feedback on track-related topics	Live Zoom	15 August 2026	10:45	11:45	Talent Network Alliance Partners
	4.4A	The Leader's Room — Company Garudafood	C-Level shares company strategy, real challenge, unscripted Q&A with cohort	Live Zoom	22 August 2026	10:00	10:45	Talent Network Alliance Partners
	4.4B	The Breakroom — Company Garudafood	Speed networking by function, open conversation, real feedback on track-related topics	Live Zoom	22 August 2026	10:45	11:45	Talent Network Alliance Partners