



Ricky Afrianto
Marketing Director
PT Mayora Indah Tbk

Ricky Afrianto is a Marketing Director of PT Mayora Indah Tbk, (Public Listed Company and one of leading FMCG). He manages more than half billion USD businesses in 5 categories: Biscuit, Chocolate, Wafer, Candy and Instant Food (Instant porridge and instant noodle) in Indonesia. Previously he was Regional Category/Marketing Manager – Adult Category for Asia & Middle East Region of Fonterra Brands.

He has a broad experience in kids, adult nutrition category and snack category, energetic and resourceful brand strategist with demonstrated success in increasing profit and implementing dynamic campaigns. Hard working leader with proven expertise in brand management, excellent capacity to identify opportunity through research, new product development and launch. His hobby is playing volley ball and learn about brain.

He has a lot of experiences in developing new ideas for the product & brand including new product development processes from concept to implementation stage, getting insights, innovation workshop & developing strong brand activation.

He won couple of local & global marketing and creative awards (CMO Award, Dream Team Award, Top Brand, Effie Award).