

Anindya Garini Hira Murti Triadi



Ibu Hira Triadi, Warga Negara Indonesia, adalah calon Direktur Perseroan yang diusulkan untuk diangkat melalui persetujuan Rapat Umum Pemegang Saham Tahunan Perseroan. Beliau memiliki pengalaman yang luas di bidang marketing, eCommerce, dan penjualan, dengan pengalaman dalam inovasi dan *brand building* di berbagai kategori termasuk minuman, perawatan rambut, *laundry*, dan perawatan kulit. Selain itu, Beliau juga berpengalaman dalam pengembangan pelanggan/penjualan dengan fokus di eCommerce dan Perdagangan pada pasar modern.

Beliau bergabung dengan Unilever Indonesia pada tahun 2001 sebagai *marketing trainee*. Selama masa jabatannya di Unilever Indonesia, beliau pernah menduduki berbagai posisi senior diantaranya seperti Brand Innovation Manager Rinso (2004), Brand Manager Molto (2005), Regional Brand Manager Sunsilk – ASIA/Arabia, Middle East and Turkey- (2006), Senior Brand Manager Pond's (2007), Senior Brand Manager Buavita (2010), Marketing Head Laundry (2012), Head of E-Commerce (2016). Sejak Juli 2021, beliau diangkat sebagai VP Modern Trade and E Commerce .

Ibu Hira Triadi memperoleh gelar *Bachelor of Art Honors Business Management* dari Oxford Brookes University, Inggris.

Mrs. Hira Triadi, an Indonesian Citizen, is a candidate for Director of the Company who is proposed to be appointed through approval from the Company's Annual General Meeting of Shareholders . She is an experienced marketer, eCommerce and sales professionals with experience in brand innovation, brand building across categories including beverages, hair, laundry and skin care. She also experienced in customer development/sales with focus in eCommerce and Modern Trade.

She joined Unilever Indonesia in 2001 as a marketing trainee. Over her tenure in Unilever Indonesia, she has held various senior positions such as Brand Innovation Manager Rinso (2004), Brand Manager Molto (2005), Regional Brand Manager Sunsilk – ASIA/Arabia, Middle East and Turkey- (2006), Senior Brand Manager Pond's (2007), Senior Brand Manager Buavita (2010), Marketing Head Laundry (2012), Head of E-Commerce (2016). Since July 2021, she appointed as the VP Modern Trade and E Commerce .

Mrs. Hira Triadi obtained a Bachelor of Art with Honors Business Management degree from Oxford Brookes University, United Kingdom.