

# Franciska Wihardja

## Experience

### **Indonesia National Crafts Council**

**2015 – Present**

Head Division of Exhibition and Foreign Cooperation  
2015 – 2016

- Developing the quality, design and innovation of craft products and process to meet the market
- Promoting the craft product through domestic and international exhibition
- Cooperating with International Institutions with the purpose of craft product and artisan development through education, trainings, seminars and workshops.

Member of Indonesia National Crafts Council under the division of Exhibition and Foreign Cooperation 2016 - Present

### **Serta International Pte Ltd (Singapore)**

**2011- Present**

*Marketing and Sales Consultant*

- Leading the marketing and sales team of Serta Mattress Retail division

### **Paperback Bookstore (Indonesia)**

**2003 - Present**

*Product Development*

- Children's bookstore and English education specialist

### **Principia (Singapore)**

**2008 - 2011**

*Market Research*

- Project based market research

### **Technomic Asia (Singapore, HongKong, Shanghai and USA)**

**1997 - 2002**

*Market Research Consultant*

- Helping multi national companies do market research and set up operation or finding partners in Asia

**Grace Chemical (USA)** **1995 - 1997**

*Market and Product Development*

- New technology and product development in the area of beverage packaging

## **Education**

**Tufts University (Massachusetts, USA)** **1992 - 1995**

*Bachelor of Science in Chemical Engineering (Cum laude)*

**Harvard Extension School(Massachusetts, USA)** **Fall 1996**

*Marketing Management and Strategic Sales Management*

**London School of Economics (London, UK)** **Summer 1999**

*Financial Statement Analysis*

**United World College of South East Asia (Singapore)** **1988 - 1992**

*International Baccalaureate & GCSE O'level*

**SD & SMP Regina Pacis Jakarta** **1979 - 1988**

## **Skills and Hobbies**

Travel and culinary enthusiast, triathlete and sport fanatic, photo and art appreciator, music lover and avid reader