

Budi Primawan: An Experienced Corporate Affairs and Communications Practitioner

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Executive Summary

Corporate Affairs and Communications Specialist with over 20 years of expertise in strategic communications, government relations, and stakeholder engagement within Indonesia's regulatory landscape. Proven record of accomplishment in building impactful relationships with government and industry leaders, driving corporate affairs strategies, and leading teams through complex communications and crisis scenarios. Skilled in aligning business goals with compelling narratives that resonate across employees, media, and policymakers.

Core Competencies

- Corporate Communications & Public Relations
- Government Relations & Regulatory Affairs
- Crisis Management & Stakeholder Engagement
- Corporate Social Responsibility (CSR)
- Strategic Communications Planning
- Media Relations & Digital Communications
- Public Speaking & Presentation Skills
- Team Leadership & Project Management

Professional Experience

Secretary General

The Indonesia E-Commerce Association (idEA)

November 2024 – Present

- **Appointed as the Secretary General with Expanded Strategic Leadership:**
Assumed comprehensive oversight for government affairs, stakeholder

engagement, and organizational development, guiding the Association's long-term vision and impact within Indonesia's e-commerce sector.

- **Strengthened Advocacy and Policy Influence:** Represent idEA at the highest levels in negotiations and policy discussions with regulatory bodies and industry leaders, advancing favorable regulatory frameworks to support the sustainable growth of e-commerce in Indonesia.
- **Forged Strategic Partnerships to Broaden Industry Impact:** Led initiatives to establish partnerships across new sectors, reinforcing the Association's influence and positioning e-commerce as a crucial contributor to the national economy.
- **Directed Strategic Communications and Public Positioning:** Oversaw the Association's strategic communications, ensuring alignment with industry priorities and amplifying idEA's reputation as a respected voice in digital commerce and public policy.
- **Guided Cross-Functional Teams on Forward-Looking Regulatory Strategies:** Directed teams to anticipate regulatory shifts and craft proactive strategies, establishing idEA as a thought leader in Indonesia's rapidly evolving digital landscape.

Vice Chairperson

The Indonesia E-Commerce Association (idEA)

October 2020 – October 2024

- **Supported Strategic Initiatives as Second-in-Command:** Acted as the Association's Vice Chairperson, directly supporting the Chairperson and contributing to the organization's strategic direction and policy advocacy.
- **Managed Key Relationships with Regulatory Stakeholders:** Coordinated relationship-building efforts with government agencies and industry bodies, ensuring alignment on regulatory issues and fostering collaboration to advance the e-commerce sector's interests.
- **Advised on Regulatory Developments and Industry Trends:** Provided strategic insights on emerging regulations, equipping the Association with actionable intelligence to navigate challenges and leverage opportunities within Indonesia's regulatory landscape.

Vice President – Government Affairs

Lazada Indonesia, Jakarta, Indonesia

June 2019 – Present

- **Lead Regulatory Strategy and Influence:** Spearhead government relations and regulatory affairs to position Lazada as an industry leader, representing the company in strategic discussions with government bodies, industry associations, and regulatory agencies.
- **Develop and Implement Strategic Policies:** Drive the development of corporate strategies that align with evolving regulatory standards, ensuring Lazada's operations are still compliant while supporting growth and innovation within Indonesia's e-commerce landscape.
- **Advise Executive Leadership on Regulatory Impacts:** Act as a key advisor to the executive team, offering strategic insights on regulatory changes and proactively crafting responses to mitigate risks and leverage opportunities for business expansion.
- **Forge High-Impact Government and Industry Partnerships:** Build and nurture high-level relationships with influential government authorities and industry leaders, strengthening Lazada's influence in the policy arena to protect and enhance the company's market position.
- **Lead Crisis Response and Public Affairs Initiatives:** Direct crisis management strategies and public affairs communications, ensuring that Lazada's responses uphold its reputation and align with both local and global standards during high-stakes situations.

Associate Director – Corporate Communications & Public Affairs

Burson, Cohn & Wolfe Indonesia, Jakarta, Indonesia

September 2016 – May 2019

- **Oversaw Strategic Communications for High-Profile Clients:** Managed communications and public affairs for prominent accounts, delivering strategic counsel to enhance client brand positioning, market competitiveness, and leadership influence across industries.
- **Led Crisis Communications and Reputation Management:** Directed complex crisis communication strategies, encompassing risk assessment, media engagement, and stakeholder alignment to safeguard client reputations during high-stakes situations.
- **Developed High-Impact Messaging and Content:** Crafted compelling, high-impact communication materials—including press releases, executive speeches, and digital content—ensuring alignment with client objectives and reinforcing their public presence.

- **Elevated Client Capabilities through Expert Training:** Provided clients with advanced training in crisis management and media skills, equipping them to navigate public relations challenges confidently and effectively.
- **Innovated Public Affairs and Growth Strategies:** Pioneered new service offerings and communication strategies that bolstered client growth, solidifying Burson, Cohn & Wolfe's position as a leading agency for corporate and public affairs in Indonesia.

Deputy Director

PT. Lavenia Multi International, Jakarta, Indonesia

2014 - 2016

- **Led Business Transformation and Growth Initiatives:** Spearheaded strategic planning and divisional setup to scale operations within a privately owned automotive import business, driving market expansion and operational efficiency.
- **Strengthened Government Relations and Regulatory Compliance:** Cultivated high-level relationships with the Ministry of Industry, Ministry of Transport, and Ministry of Finance (Directorate General of Customs & Excise), advocating for favorable regulatory outcomes in the automotive import sector.
- **Established Effective Corporate Communication Protocols:** Enhanced internal and external communications by implementing structured protocols, aligning stakeholder engagement with business goals, and reinforcing the company's industry presence.

Head of Government Relations and CSR

PT. Prudential Life Assurance, Jakarta, Indonesia

2012 - 2014

- **Directed Integrated Government Relations and CSR Strategy:** Led government relations and CSR initiatives with a USD 3-5 million annual budget, ensuring alignment with corporate objectives and maximizing social impact through strategic partnerships.
- **Launched the "One Million Hearts for a Million Dreams" Project:** Spearheaded a flagship CSR program to promote financial literacy and support underprivileged youth, closely aligned with the OJK's national drive to improve financial literacy, strengthening Prudential's reputation in the financial sector.

- **Built and Sustained Regulatory and Industry Partnerships:** Cultivated key relationships with government bodies, particularly the OJK and relevant industry stakeholders, to ensure regulatory compliance and reinforce Prudential's role as a trusted partner committed to advancing financial education and community well-being.

Head of Public Relations

PT. LG Electronics Indonesia, Jakarta, Indonesia

2011 - 2012

- Directed corporate branding through public relations, media relations, and CSR initiatives.
- Strengthened ties between the company and government ministries, facilitating successful product launches and market engagement.

Additional Experience

- **Corporate Communications Manager** | PT. Holcim Indonesia, Tbk (Now Solusi Bangun Indonesia) | 2008 - 2011
- **Head of Communications & Government Relations** | PT. Aventis Pharma (Now Kalventis) | 2007 - 2008
- **Public Relations Manager** | PT. Excelcomindo Pratama (now XL Axiata) | 2005 - 2007
- **Corporate Communications Manager** | PT. BAT Indonesia (now Bentoel) | 2003 - 2005
- **Public Relations Specialist** | PT. Nestle Indonesia | 1998 - 2002

Education

Bachelor of Arts in Political Science, University of Indonesia, Jakarta

Certifications

Sworn and Authorized Translator (English-Bahasa Indonesia)



Visi dan Misi Calon Ketua Umum Asosiasi E-Commerce idEA 2026 -2028

Budi Primawan
Vice President – Government Affairs
Lazada Indonesia



Agenda

- Visi dan Misi
- Program Kerja 2026 - 2028





Visi dan Misi

- Visi : Memperkuat posisi idEA sebagai mitra strategis dalam mendorong pertumbuhan ekonomi digital di Indonesia yang inklusif dan berkelanjutan

- Misi :
 - Memperkuat kemitraan yang berkelanjutan dan independen dengan pemangku kepentingan (*stakeholder*) pemerintah dan regulator;
 - Menjadi pusat pengetahuan dan kepakaran dalam hal perkembangan bisnis, ekonomi, regulasi dan kemitraan khususnya terkait tranformasi digital di Indonesia;
 - Meningkatkan inklusifitas dan komunikasi antar anggota pada khususnya, dan pelaku ekonomi digital maupun perdagangan melalui sistem elektronik pada umumnya;
 - Memperkuat kapasitas operasional sekretariat idEA sebagai pendukung kinerja asosiasi sebagai forum komunikasi, edukasi dan advokasi.



Program Kerja Periode 2026 - 2028

- **Memperkuat kemitraan strategis dan independen dengan pemerintah dan regulator**
 - Menjadi mitra dialog dengan regulator terkait rancangan regulasi yang relevan, seperti RPP PDP, Rperka BPOM mengenai Penjualan Obat secara daring, dan lain lain,
 - Dukungan ke program ekonomi digital yang akan dijalankan oleh pemerintah Republik Indonesia yang baru,
 - Berpartisipasi aktif dalam kegiatan-kegiatan dengan kementerian dan lembaga yang terkait.

- **Menjadi pusat pengetahuan dan kepakaran dalam hal perkembangan bisnis, ekonomi, regulasi dan kemitraan khususnya terkait transformasi digital di Indonesia**
 - Memperkuat kerja sama atau kemitraan dengan lembaga-lembaga pendidikan dan penelitian,
 - Peningkatan kapasitas komunikasi publik khususnya terkait edukasi massa dan *thought-leadership* mengenai ekonomi digital dan isu-isu terkait,
 - Kerja sama dan kemitraan dengan anggota untuk melaksanakan kegiatan-kegiatan edukasi dan komunikasi.



Program Kerja Periode 2026 - 2028

- **Meningkatkan inklusifitas dan komunikasi antar anggota pada khususnya, dan pelaku ekonomi digital maupun perdagangan melalui sistem elektronik pada umumnya**
 - Pembentukan kepengurusan yang aktif dan inklusif;
 - Fokus diskusi untuk isu-isu tertentu yang akan melibatkan pengurus dan pakar/praktisi yang tepat, baik dari dalam organisasi asal pengurus atau dari organisasi lain;
 - Kerja sama asosiasi dengan anggota dalam pengembangan berbagai aspek ekonomi digital, seperti pemberdayaan UMKM, pemberdayaan konsumen, dan lain-lain.

- **Memperkuat kapasitas operasional sekretariat idEA sebagai pendukung kinerja asosiasi sebagai forum komunikasi, edukasi dan advokasi**
 - Review program dan rencana kerja sekretariat untuk setiap tahun
 - Memperkuat komunikasi antara sekretariat dengan pengurus dan anggota.



Terima kasih