

## Short Bio



He started his entrepreneurial career as professional musician. His band, Puppen, released their first self-produced album when he was 21 years old. His entrepreneurial achievements in music industry land him honours in various national music magazines (latest was Rolling Stone's 150 best Indonesian Song Ever) and Indonesia Music Award. In 2006, he was among top 10 British Council's Young International Music Entrepreneur of the Year award.

His post-music professional career spent in corporate managerial positions where he lead various departments in marketing, sales, operations and multimedia. These are life style global companies with English speaking environment. His latest position in corporate management gave him the experience to lead 150 employees that run 14

branches in 5 cities. The company owned IDR 55 bio assets that generates IDR 26 bio in annual sales. In 2007 he said goodbye to corporate employment.

After his corporate career, he found himself own and run a one-man consulting company, operates from home and the internet. He had help build, maintain and consult 20 small business organizations' internet presences from various industries in Bali. He manage around 40 websites that generates 250k pageviews monthly.

In addition to his hands-on experience managing businesses, he finished his graduate study at Padjajaran University in 2005, where he was awarded Master of Management degree, majoring Entrepreneurship Management. He was the fastest graduate student in history of the university's business management program, and got 3,43 average point from 4.0.

After all he has done as a creative professional, he (almost) feel like his heart set as a lecturer. His lecturing career began at Pelita Harapan University in 2009, where he spent 1 year to lecture Entrepreneurship, Artist Management, Business Communication, Media Planning, Grant Writing for The Arts, and The Music Industry.

However, he find a new home in Cerahati New Media Communication with his old friends from music days and glad to be able to continue his passion as creative professional, where he serves as Managing Director to a Digital Marketing Agency, PT. Cerahati Digital Media. The company served General Motors, Citilink, Panasonic and Google.

As a long term company's vision, he would like to see Cerahati Digital Media to have its own product and stop doing client-based business. It is the reason why he started Musikator, a digital content aggregator in 2012, that in principal are connecting Global Digital Music Stores (Spotify, Deezer, Nokia MixRadio, Guvera and dozens others) with independent musicians in Indonesia (there are thousands of them).

### **Robin Malau**

Personal website: <http://www.robinmalau.com>

LinkedIn profile: <http://www.linkedin.com/in/robinmalau>

Twitter: <http://www.twitter.com/lowrobb>

Google+: <http://www.google.com/+lowrobb>

Business websites:

<http://www.musikator.com>

<http://www.cerahati.com/digitalmedia>