

## **Profile**

### **Mochtar Sarman – CEO, The Licensing Guy**

Mochtar is the Chief Executive Officer of PT Total Lisensi Global, a branding management and licensing agency also known as The Licensing Guy. He has over 25 years of experience in brand management and licensing industry.

He has spent 21 years in Disney Consumer Products (DCP) and developed a multi-million dollar licensing business for DCP during his tenure as Country Director of DCP Indonesia by creating partnerships with reputable licensees and promotional partners across various product categories for Disney, Pixar, Marvel and Lucas Film properties.



Mochtar was also appointed by the Indonesian Asian Games Organizing Committee to manage the merchandise and licensing for the 2018 Asian Games. A vast merchandise collection was delivered and his team booked record-breaking retail sales with the collection.

He is also a Founder and CEO of JUARA, sports apparel brand and company that is currently in partnership with Persija Football club, Onic E-Sports team, the Indonesian National Basketball team and several other sports clubs. The company designs and produces sports lifestyle merchandise, creates omni-channel platforms, manages off-line stores and develops marketing content and campaign. (persijastore.id, konistore.id)

### **Contact:**

PT TOTAL LISENSI GLOBAL

Soho Capital Podomoro City , 19th Floor

Jalan Letjen S.Parman Kav 28

Tanjung Duren Selatan, Grogol Petamburan

Jakarta- Indonesia

[www.thelicensingguy.com](http://www.thelicensingguy.com)

+6221 50515010