

MAURITIUS TITIYAN PRABOWO

Revenue Management · Sales Strategy · Distribution · Hospitality Ecommerce · Data Analytics

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PROFESSIONAL PROFILE

Hospitality commercial leader with twelve years across revenue management, distribution and ecommerce, currently accountable for distribution strategy and commercial support across the PHM Hotels portfolio. Track record spans single-asset revenue management at international brands through to group-level strategy at chain head office, with proven results in building market mix, growing revenue streams and shifting demand into direct channels.

Works from evidence: forecasting, displacement analysis, channel economics and performance frameworks that let owners and general managers decide faster. Strong second track in digital development, hospitality ecommerce and data analytics, extending into business intelligence, automation and applied AI.

PROFESSIONAL EXPERIENCE

Vice President, Distribution & Strategic Support

Feb 2025 — Present

PHM Hotels | Tomang, West Jakarta

Executive leadership for distribution, revenue strategy, commercial analytics, digital channels, sales support and technology adoption across the portfolio.

- Lead portfolio-wide distribution, revenue, ecommerce and commercial support strategy
- Oversee revenue and data analysis, sales support, ecommerce, digital distribution and loyalty
- Advise the President Director, general managers and hotel owners on commercial performance, market opportunity and revenue risk
- Drive channel mix, direct-booking contribution, pricing, inventory allocation, segmentation and distribution cost
- Build the performance frameworks, dashboards and forecasts behind faster, better-evidenced decisions
- Lead digital transformation across business intelligence, automation, AI, guest communication and hotel technology integration
- Support portfolio expansion, repositioning, feasibility assessment and management proposals
- Design commercial organisation structures, KPIs, standard processes and development programmes
- Represent PHM Hotels in strategic negotiations, industry forums and executive-level presentations

Director of Strategic Sales & Revenue

Jan 2023 — Jan 2025

PHM Hotels | Tomang, West Jakarta

Directed strategic sales, revenue management, distribution and commercial planning across a multi-brand portfolio.

- Formulated group-wide sales and revenue strategy aligned to corporate objectives, market conditions and individual hotel priorities
- Led planning for corporate, leisure, group, MICE, travel agent, wholesale and online segments
- Oversaw pricing, forecasting, budgeting, demand analysis and inventory across the portfolio
- Directed national and regional account development, strategic partnerships and sales missions
- Built sales productivity standards, KPIs, account-management practice and reporting frameworks
- Supported hotel openings, repositioning projects, feasibility studies and commercial assessments
- Coached commercial leaders and hotel sales teams on accountability, analysis and execution

Head of Digital Revenue

Jan 2021 — Dec 2022

PHM Hotels | Tomang, West Jakarta

Led digital revenue, ecommerce and online distribution strategy across the portfolio.

- Built and ran digital revenue strategy across hotel websites, OTAs and booking platforms
- Managed pricing, inventory, promotions and availability against occupancy, ADR and RevPAR
- Strengthened direct booking through website optimisation, campaigns and booking-engine improvements

- Held rates, content, inventory and promotions consistent across every digital channel
- Introduced data-driven reporting that gave the group real commercial visibility

Cluster Revenue Manager

Jan 2020 — Dec 2020

Aryaduta Hotel Group | Karawaci, Tangerang

- Built and executed revenue strategy for every property in the assigned cluster
- Managed pricing, inventory allocation, availability, restrictions and length-of-stay controls across all channels
- Produced daily, weekly, monthly and rolling forecasts for operational and financial planning
- Optimised business mix across corporate, leisure, group, wholesale, OTA and direct segments
- Evaluated group and corporate business on displacement, profitability and demand pattern
- Chaired revenue meetings with general managers, sales, marketing, reservations and front office

Head of Revenue & Ecommerce

Apr 2019 — Dec 2019

PHM Hospitality | Tomang, West Jakarta

- Owned top-line performance across the hotel portfolio — pricing, inventory, online distribution and forecasting
- Oversaw performance across OTAs, brand websites, booking engines and other electronic distribution
- Built ecommerce campaigns and online promotions to lift visibility, conversion and digital revenue share
- Reviewed channel production, acquisition cost, cancellation trends, length of stay and booking windows
- Trained hotel teams on revenue management, online distribution and ecommerce optimisation

Revenue Manager

May 2017 — Mar 2019

Alila Jakarta | Pecenongan, Central Jakarta

- Drove market share and revenue performance through pricing, inventory and market mix management
- Built the overall pricing strategy across every segment and distribution channel, including brand.com, third-party sites and GDS
- Lowered distribution cost and moved room nights into the direct segment
- Reviewed STR data daily, weekly and monthly and reported performance in hotel meetings
- Applied LOS restrictions, price decisions, room-type yielding and overbooking against demand highs and lows
- Acted as in-house specialist on pre-selling and up-selling, transferring skills to the reservations team

Revenue Manager

Oct 2016 — May 2017

Aryaduta Menteng | Menteng, Central Jakarta

- Ran revenue management and distribution strategy day to day, including all third-party distribution
- Assessed, analysed and priced group business; acted as gatekeeper on the group tracker
- Evaluated distribution partners and contracted rates across OTA, FIT, tour operator, corporate, consortia, crew and group
- Maintained the rate grid and generated BAR aligned to market and demand calendar

Corporate Digital Marketing Supervisor

Nov 2015 — Oct 2016

Santika Indonesia Hotels & Resorts | Melawai, Jakarta

- Ran corporate digital marketing and distribution, supporting every unit's content across online platforms
- Deployed online reputation management and optimised content and social media
- Developed CRM and CMS, revamped the existing website, and owned the monthly editorial plan
- Pitched and deployed email marketing; managed display advertising through affiliate agencies

Revenue & Ecommerce Officer

Oct 2014 — Oct 2015

Novotel Jakarta Gajah Mada | Glodok, West Jakarta

- Owned digital and social media for the property
- Prepared market segment breakdown, forecasting, yielding, market mix and pick-up trend reporting, benchmarked against the competitive set and sister hotels
- Monitored potential events and briefed the sales team with the analysis behind each lead

Reservation & Sales Executive

Apr 2014 — Oct 2014

MaxOne Hotels Sabang | Sabang, Central Jakarta

- Managed contracted companies and government institutions, developing relationships into business leads
- Handled OTA account managers and maintained every extranet plus SiteMinder

SPEAKING & INDUSTRY ENGAGEMENT

The Big Travel Rebound, Jakarta (2022) — speaker at the hospitech conference hosted by Booking.com, STAAH, WebBeds and Triptease with HERC Indonesia.

HSMIA Power Up, Jakarta — speaker, Hospitality Sales & Marketing Association International, Asia Pacific.

HERC Indonesia — speaker at the national peer forum for hotel ecommerce, revenue and distribution practitioners.

Member, HSMIA Asia Pacific and HERC Indonesia.

CAPABILITIES & SYSTEMS

Disciplines Data analysis, business analysis, generative AI, vibe coding, revenue management, commercial strategy, digital distribution.

Revenue & property systems Infor EzRMS, Opera PMS, Infor HMS, VHP.

Distribution Sabre SynXis, SiteMinder, GDS, online distribution across OTA and wholesale partners.

Reputation & loyalty Online reputation management platforms, Tripadvisor, hotel loyalty programme operations.

Data & marketing Excel and Google Sheets, Looker Studio, Google Analytics, Google My Business, Meta Business Manager, Microsoft Word, PowerPoint and Visio.

Working knowledge Google Tag Manager, website CMS, MailChimp, Vertical Response, Repup, Adobe Photoshop, Premiere Pro and Dreamweaver, Python (in progress).

LANGUAGE

English — C2 Proficient EF SET 74/100. C2 is the sixth and final band of the CEFR scale. Reads contracts, technical specifications and market research in any register, follows tone and implied meaning in negotiation, and works with global OTA, channel and technology partners without a language intermediary. Certificate: cert.efset.org/RU5c5u

Bahasa Indonesia — Native Writing, reading, listening and speaking.

EDUCATION

Industrial Engineering — Telkom University (Telkom Institute of Technology), Bandung 2006 — 2013

Senior High School — SMA Sedes Sapientiae Bedono, Semarang 2003 — 2006

OUTSIDE THE DAY JOB

diecastdandiorama.id — a community ecosystem for collectors, customisers and diorama photographers around 1:64 scale and JDM culture, run under a persona kept separate from professional presence. Hosts photo competitions and a community magazine alongside the catalogue. Includes DD Wheels, a custom resin wheel designed at 1:64 for customisers, taken from 3D-printed specification through to a finished part.