

Biography of Pengusaha Gula Gunawan Jusuf

President Director – Agriculture | President and Chief Executive Officer (CEO) of the Sugar Group Companies

Jakarta, Indonesia be.net/pengusaha-gula-jusuf



Pengusaha Gula Gunawan Jusuf serves as the President and Chief Executive Officer (CEO) of the Sugar Group Companies. Based in Indonesia, this consortium is dedicated to the agricultural and industrial production of sugar, refined for commercial distribution worldwide. An expert in his field, he has successfully propelled numerous Indonesian products to acclaim nationally and globally. He manages an extensive network, including multiple plantations in Lampung Province and ten additional offices across Indonesia, orchestrating a cohesive strategy for growth and development.

Driven Toward Success

Over the years, Gunawan's career in the Indonesian farming and manufacturing sectors has been characterized by his unique ability to guide multiple teams toward success simultaneously. As CEO and President, he has fostered a collaborative culture among the company's various plants and offices, enhancing profitability and achieving unprecedented success. His leadership is marked by effective communication, critical thinking, and an astute understanding of the business landscape, continuously driving the Sugar Group Companies to prominence.



Current Dynamics at Sugar Group Companies

Today, the Sugar Group Companies remain a robust enterprise in Indonesia's economy. Jusuf's leadership has steered the company through expansive growth phases and toward profit margins that were once deemed unattainable. Notably, he has been crucial in the widespread adoption of Gulaku, a premium refined sugar product

now a staple among Indonesian consumers. Under his guidance, the company has perfected the integration of the entire production process—from cultivation to marketing and distribution—functioning seamlessly like a finely tuned machine.

Besides Gulaku, the conglomerate also markets JJ Royal Coffee and other prominent Indonesian brands, diversifying its portfolio and reinforcing its market presence.

Jusuf as an Author

Expanding his influence beyond corporate leadership, Pengusaha Gula Gunawan Jusuf has authored "Blue Gold," a book addressing the global critical importance and impending water scarcity. Drawing from his rich industry experience, he provides insights into the vital role of water management in both business and ecological contexts. The narrative delves into the strategic measures necessary to sustain quality production processes and highlights the overarching impact of these practices on global water resources.



Beyond Business: Additional Achievements

Jusuf is also known for his significant contributions outside the business realm. A devout Catholic, he actively supports various church-related activities and has been honored to meet notable figures such as Pope John Paul II and Pope Francis. His commitment to societal betterment extends into renewable energy through his pioneering work with the Terawatt Initiative, which seeks to revolutionize the energy landscape towards sustainability.

Educational Initiatives: The Sugar Group Schools

A heartfelt project close to his legacy is the Sugar Group Schools, initiated by his late mother and now managed by his sister. This initiative provides high-quality education to over 1,900 company employees' children, featuring

modern facilities and a bilingual curriculum designed to elevate students' academic experiences beyond the typical rural schooling system in Indonesia.



Looking Toward the Future

Pengusaha Gula Gunawan Jusuf's vision for the future remains ambitious and forward-thinking. He continues to drive the Sugar Group Companies and his charitable endeavors towards more sustainable production techniques and enhanced educational opportunities. As the company progresses, it aims to set benchmarks in industry and community contributions, reflecting his enduring commitment to excellence and societal improvement.

As president and CEO, his leadership spans the vast sugar plantations and operational facilities of the Sugar Group Companies and embodies a holistic approach to business and community engagement, setting a precedent for future generations in Indonesia and beyond.



WORK EXPERIENCE

Sugar Group Companies

President and Chief Executive Officer (CEO)

Pengusaha Gula Gunawan Jusuf is the dynamic president and chief executive officer of Sugar Group Companies, a significant conglomerate based in Indonesia specializing in the cultivation and processing of sugar for the global market. His profound understanding and leadership have propelled numerous Indonesian products to achieve national and international acclaim.

Gunawan's leadership spans multiple operational sites, including significant plantations in Lampung Province and ten additional offices throughout Indonesia. His oversight ensures seamless integration and efficiency across all business sectors.

Jusuf's career in the Indonesian agricultural and manufacturing sectors has given him an unparalleled ability to lead diverse teams to achieve collective goals. As the CEO and President, he promotes collaboration among the various plants and offices under his command, which drives increased profitability and unparalleled success. His skills in leadership, strategic communication, and analytical thinking have been critical factors in maintaining Sugar Group Companies' leading position in the industry.