



Ricky Pesik
Managing Director
Satucitra Advertising

In his 23 years of career, Ricky Pesik still consider himself as a copywriter even when he's now a Managing Director.

Ricky has been with Satucitra for 21 years and he has become one of the most awarded creative in Citra Pariwara (Indonesian Advertising Festival), putting Satucitra as one of the respected local agency in Indonesia.

Apart from managing Satucitra, Ricky dedicates his time for Indonesia advertising industry, as General Secretary for Indonesia Advertising Agencies Association (P3I) Jakarta Chapter since 2004. Now he is the Vice Chairman for P3I Jakarta chapter 2012-2016.

In parallel, Ricky also actively involved growing Citra Pariwara as the biggest and most prestigious national advertising festival, where he as the Chairman and Co-Chairman for the last 8 years. Succeeded in setting a high standard, pushing Indonesia advertising works to shine in international competition for the last couple of years.

Ricky also involved in a prestigious forum, Asia Pacific Media Forum (APMF) in Bali, a forum to discuss changes in the communication landscape. Ricky is the Head of Conference Experience for APMF 2014.

As a jury member for international awards show, Ricky appointed as jury member for Direct and Sales Promo category in Spikes Asia 2010 and as jury member for Outdoor Category in Cannes Lions 2012. He is the first Indonesian to sit as a judge on the Lions.

Ricky is a diving addict. He traveled across Indonesia's remote area. Meeting with diverse culture and people. Enjoying the best underwater scenery in the world.