



REFI DANIATI, A.Md.

**Sales Leader | Customer Engagement | Pharmaceutical & Healthcare
Commercial Professional**

Depok, West Java, Indonesia

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PROFESSIONAL PROFILE

Experienced pharmaceutical and healthcare commercial professional with over 17 years of experience in sales, team leadership, customer engagement, and people development. Most recently served at Bayer Indonesia as a Sales Manager / Customer Engagement Coach, following progressive roles from Medical Representative through senior and district-level sales leadership. Experienced in managing dynamic territories and product portfolios across multiple therapeutic areas, including Diabetes, Hypertension, Anticoagulation, Endometriosis, Heavy Menstrual Bleeding (HMB), and Contraception. Recognized for strong adaptability, leadership, negotiation, collaboration, and the ability to develop and motivate teams.

CORE COMPETENCIES

- Sales Leadership & Team Management
- Coaching & People Development
- Performance Management
- Business & Territory Management
- Microsoft Office
- Customer Engagement
- Negotiation & Communication
- Stakeholder & Relationship Management
- Adaptability & Problem Solving
- Cross-functional Collaboration

PROFESSIONAL EXPERIENCE

PT Bayer Indonesia

November 2012 – March 2026 | Sales Manager / Customer Engagement Coach

- Progressed through roles including Medical Representative, Senior Medical Representative, Acting District Sales Manager, District Sales Manager, Sales Manager, and Customer Engagement Coach.
- Managed and developed a team of 19 Medical Representatives distributed across Indonesia.
- Provided leadership, coaching, motivation, and performance support to help team members improve their capabilities and business results.
- Managed and supported business activities across Jabodetabek, West Java, East Java, West Kalimantan, Batam, Padang, Palembang, and Lampung.
- Built broad therapeutic-area experience across Diabetes, Hypertension, Anticoagulation, Endometriosis, HMB, and Contraception, including oral contraceptives, IUDs, and IUS.
- Demonstrated strong adaptability in handling changing territories, product portfolios, and business priorities.

PT Novartis Indonesia

January 2011 – November 2012

PT Novell Pharmaceutical Laboratories

July 2008 – December 2010

Gained pharmaceutical sales and product experience, including responsibility for antibiotic products, providing exposure to the Hospital Care business and healthcare environment.

KEY ACHIEVEMENTS & AWARDS

- Club 100+
- CDH Club Award – District Sales Manager, 2019

- Infinity Club Award, 2025

EDUCATION

Universitas Gunadarma, Depok

Diploma III (D3) in Information Technology – Informatics Management | 2005 – 2009

GPA: 2.88 | Very Satisfactory

Previous Education

- Senior High School (SMAN 40), North Jakarta
- Junior High School (SMPN 34 Pademangan), North Jakarta
- Elementary School (SDN Pademangan Timur 08), North Jakarta

TRAINING & CERTIFICATION

- Computer Education Program – Media Nusantara (2002)
- Improving Effective Presentation (2006)
- Visual Basic Programming with SQL Server (2007)
- Medical Representative Professional Training – PEDFI Certification (2011)
- English Course – Currently undertaking training to improve professional English communication skills

LANGUAGES

Bahasa Indonesia: Native / Fluent

English: Currently improving professional communication skills

PERSONAL STRENGTHS

Strong leadership orientation • Hardworking and disciplined • Highly adaptable • Excellent negotiation skills • Team development and motivation • Collaborative • Positive and open-minded • Creative • Optimistic • Comfortable with new challenges and dynamic environments

References are available upon request.