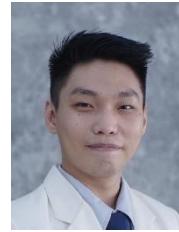


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About Me

Strategic Product Manager with strong expertise in ethical pharmaceutical portfolio management, product lifecycle strategy, and integrated marketing execution. Experienced in leading end-to-end product planning, new product launches, sales forecasting, and KOL engagement to drive sustainable revenue growth and brand competitiveness. Strong business acumen with proven capability in market intelligence, cross-functional collaboration, and performance-driven marketing strategy.

Working Experience

Product Executive

PT.Finusolprima Farma Internasional (Kalbe Group)

Jakarta, Indonesia . On-Site

Mei 2025 – Recent

- Lead end-to-end product lifecycle management for ethical pharmaceutical portfolio
- Develop annual marketing strategy aligned with revenue targets and corporate objectives
- Own promotional budgeting and ensure ROI-focused allocation
- Execute New Product Launch (NPL) from market assessment to commercialization
- Strengthen brand positioning through segmentation, targeting & differentiation strategy
- Design sales incentive programs to accelerate revenue growth
- Conduct product knowledge and strategic alignment training for internal teams
- Build and maintain relationships with Key Opinion Leaders (KOLs)
- Lead sales forecasting (ROFO) and collaborate cross-functionally to ensure product availability
- Perform market intelligence and competitor analysis to refine product strategy
- Manage product complaints and ensure compliance with SOP and quality standards

Business Development Officer

PT.DIPA Pharma Intersains / PT.DIPA Puspa Labsains

Jakarta, Indonesia . On-Site

August 2024 – March 2025

- Conducted pharmaceutical and chemical market research to support new product pipeline development
- Performed data-driven analysis and end-user surveys to define product positioning and market potential
- Identified and secured new international principals for product sourcing and strategic partnerships
- Led negotiations and managed contracts to ensure favorable commercial agreements
- Coordinated cross-border communication including sampling, documentation, and partnership alignment
- Evaluated product compliance with quality standards and Indonesian regulatory requirements
- Managed regulatory documentation and import product registration processes
- Developed business proposals for new product initiatives and partnership expansion
- Monitored product launch performance and provided strategic recommendations

- Delivered internal research presentations to support executive decision-making

Product Executive

PT.Pratapa Nirmala (Fahrenheit)

Jakarta, Indonesia . On-Site

January 2024 – July 2024

- Planned and executed annual marketing events and scientific training programs (online & offline)
- Developed marketing materials, journal reviews, and scientific content to support sales performance
- Delivered product training to internal sales teams
- Led promotional strategy execution including RTDs, product presentations, and regional campaigns
- Built strong client relationships through joint visits and feedback-driven engagement
- Prepared monthly sales forecasts and monitored portfolio performance
- Managed promotional budgeting and ensured cost-effective event execution
- Negotiated vendor partnerships and regional collaborations
- Coordinated distributor operations and resolved regional order challenges
- Conducted product evaluations and implemented corrective actions from field feedback
- Oversaw stock monitoring and production coordination to ensure supply readiness

Education

University of Surabaya

Surabaya, Indonesia

Profesional of Pharmacy (GPA: 3,236)

August 2021 – February 2023

Graduated with a Professional of Pharmacy degree in Industrial sectors, with a concentration in Pharmacy Development and Innovation. My major coursework focused on the pharmaceutical industries.

Certification

- Introduction to SQL – 19 February 2023
- Product Roadmap & Introduction to PRD – 26 February 2023
- Financial Managament – 27 March 2024
- BIG DATA; Ai Introduction – November 2024
- Adaptibility – June 2025
- Ai Digital Literacy : Crash Course Session – October 2025
- Workshop Creative Thinking and Problem Solving with LEGO Serious Play – December 2025

Skills

- Strategic Thinking
- Analytical Ability
- Planning & Organizing
- Coaching & Facilitation
- Business Acumen
- Risk Management
- Adaptability
- Leadership