



apt. Muhammad Rizki, S.Farm.

0812-9958-8673

rizkikamal772@gmail.com

LinkedIn: Muhammad Rizki

Address: Pasar Minggu, Jakarta Selatan

Date of Birth: Jakarta, 06-04-1995 (Age 30)

PROFILE

Results-driven Sales Leader in Pharmaceutical Distribution with 7+ years of experience driving revenue growth, leading high-performing teams, and expanding institutional market share across hospitals and institutional healthcare sectors.

KEY ACHIEVEMENTS

Proven track record in:

- Achieving and exceeding multi-billion IDR sales targets
- Managing and developing sales teams (team size 47 members)
- Winning and executing large-scale tenders (up to IDR 10B)
- Building strategic relationships with hospitals, clinics, and key stakeholders

CORE COMPETENCIES

- | | |
|---|---|
| ✓ Sales Strategy & Execution | ✓ Customer Relationship Management |
| ✓ Team Leadership & Coaching | ✓ Market Expansion & Opportunity Identification |
| ✓ Key Account Management (Hospitals & Institutions) | ✓ Data Analysis & Sales Forecasting |
| ✓ Tender & Contract Management | |
| ✓ Revenue Growth & Target Achievement | |

WORK EXPERIENCE

PT Kimia Farma Trading & Distribution

HEAD OF OPERATIONS

(FEB 2026 - PRESENT)

Team size: 47 employees

- Led end-to-end distribution operations to ensure on-time, in-full (OTIF) delivery, directly supporting sales target achievement and customer satisfaction
- Partnered closely with Sales team to align inventory availability with demand, preventing stock-outs and maximizing revenue opportunities
- Improved service levels and delivery reliability, strengthening relationships with key hospital and institutional clients
- Collaborated with commercial teams to support tender fulfillment and large-volume orders, ensuring seamless execution
- Optimized inventory management (FIFO/FEFO, near-expiry control) to reduce losses and improve product availability for sales
- Enhanced customer experience by ensuring fast, accurate order processing and complaint resolution
- Controlled operational costs while maintaining high service standards, contributing to overall business profitability
- Supported business growth by ensuring operational readiness for new product launches and market expansion
- Coordinated cross-functionally (Sales, Finance, QA, Regulatory) to ensure smooth execution of commercial strategies
- Led and developed operations team to consistently meet service KPIs aligned with sales performance targets



apt. Muhammad Rizki, S.Farm.

0812-9958-8673

rizkikamal772@gmail.com

LinkedIn: Muhammad Rizki

Address: Pasar Minggu, Jakarta Selatan

Date of Birth: Jakarta, 06-04-1995 (Age 30)

HEAD OF SALES HOSPITAL AND INSTITUTION - TANGERANG AREA

(NOV 2024 - JAN 2026)

- Led and managed a regional sales team to achieve and exceed revenue targets
- Developed and executed strategic sales plans for hospital & institutional segments
- Strengthened relationships with key hospital stakeholders, increasing customer retention and repeat business
- Identified new business opportunities, expanding market coverage in Tangerang
- Monitored and analysed sales performance, driving continuous improvement

SALES SUPERVISOR LEAD - TANGERANG AREA

(MARCH 2020 - OCT 2024)

- Consistently achieved and exceeded sales targets in pharmaceutical & medical devices sector
- Managed key accounts including hospitals, clinics, pharmacies, and retail channels
- Successfully handled tender projects worth up to IDR 10 billion
- Increased sales of slow-moving and program products through targeted strategies
- Improved company cash flow by optimizing receivables collection performance
- Led, coached, and supervised sales team to improve performance

PT Anugerah Pharmindo Lestari (APL) National Distribution Center

BRANCH REGULATORY & QUALITY ASSURANCE / PHARMACIST IN CHARGE

(APRIL 2019 - FEBRUARY 2020)

- Responsible for all regulatory aspects at NDC (National Distribution Center) relating to the regulatory on Medical Devices (reporting to KEMENKES RI, DINKES and BPOM, AKL Registration Number, CDOB, CDAKB, IPAK, e-Report, e-Watch)
- As a Representative Quality that ensures aspects of quality run well at NDC and ensures quality continuous improvement carried out at NDC (Monitoring product quality, QA Validation, QA Internal & External Audit, ISO 9001:2015 Certification, Product complain related to quality, Recall Product)
- Supervise the running of NDC operational processes in accordance with company policies and regulations / SOPs and related regulations from the authorized health agencies (create SOP/Working Instruction related to quality or regulatory, create CAPA/Corrective Action and Preventive Action for deviations)

INTERNSHIP EXPERIENCE

- Regulatory Affairs Intern at PT. Astra Zeneca Indonesia (March -April 2018)
- Pharmacy Intern at Apotek Alam Farma (February 2018)
- Internship at Suku Dinas Kesehatan Jakarta Selatan (May 2018)

EDUCATION

- Pancasila University - Major: Apothecary Profession (GPA: 3.56) (2017-2018)
- Pancasila University - Major: Bachelor of Pharmacy (GPA: 3.35) (2013-2017)
- SMA Negeri 54 Jakarta - Major: Science (2010-2013)

REFERENCES

- Mr. Ronald Sidabutar (*Branch Manager of KFTD Tangerang*)



PORTFOLIO

apt. Muhammad Rizki, S.Farm.

Head of Sales | Head of Operations | Pharmaceutical Distribution | Hospital & Institutional Market | Driving Revenue Growth & Strategic Partnerships

Portfolio Outlines:

- **Project 1:** Exceeding IDR 8 Billion Sales Target (in Tangerang Area)
- **Project 2:** Driving IDR 32 Billion Revenue Growth in Sidoarjo–Surabaya
- **Project 3:** Securing Multiple Government Healthcare Contracts Worth IDR 10 Billion
- **Project 4:** Inventory Visibility Dashboard
- **Project 5:** Customer Journey Improvement

Project 1: Exceeding IDR 8 Billion Sales Target (in Tangerang Area)

A. Objective

Achieve monthly sales target of IDR 8 billion in the hospital and institutional segment.

B. Challenges

- Competitive market
- Multiple distributors competing for the same accounts
- Price sensitivity in procurement decisions

C. Strategy

- Key account prioritization
- Tender opportunity tracking
- Relationship management with hospital stakeholders
- Cross-selling and upselling initiatives

D. Result

Metric	Result
Revenue Target	IDR 8 Billion
Actual Revenue	Exceeded Target
Achievement Rate	>100%
Market Coverage	Expanded

E. Key Learnings

Understanding customer procurement behaviour and maintaining strong stakeholder relationships significantly improved sales performance.

About Me

Results-driven Sales Leader in Pharmaceutical Distribution with 7+ years of experience driving revenue growth, with a background as a pharmacist, leading high-performing teams, and expanding institutional market share across hospitals and institutional healthcare sectors. Also experienced in managing regulatory and quality aspects in pharmaceutical distribution facilities



Pasar Minggu
Jakarta Selatan 12510



+62 81299588673



rizkikamal772@gmail.com



<https://www.linkedin.com/in/muhammad-rizki-a4b81b179>



Project 2: Driving IDR 32 Billion Revenue Growth in Sidoarjo–Surabaya

A. Objective

Achieve monthly sales target of IDR 32 billion across a larger and more complex territory.

B. Challenges

- Larger territory coverage
- More hospital accounts, Medical Accounts, Non-Medical Accounts
- Operational and inventory constraints
- Competitive pricing pressure

C. Strategy

- Pipeline forecasting
- Opportunity prioritization
- Cross-functional collaboration with Operations and Supply Chain
- Performance monitoring and team coaching

D. Results

Metric	Result
Revenue Target	IDR 32 Billion
Revenue Achievement	85%
Team Management	Regional Sales Team
Key Accounts	Medical, Non-Medical (OTC Product, Cosmetic, Beverages), Hospitals & Institutions

E. What Happened?

Despite achieving only 85% of target, several factors were identified:

- Supply limitations affecting product availability
- Increased market competition
- Discontinued partnership with several principals due to differences in strategic direction and business value

F. Key Learnings

This experience reinforced the importance of:

- Accurate demand forecasting
- Inventory visibility
- Early identification of business risks
- Cross-functional alignment

Educational Background

Pancasila University
Major: Apothecary Profession
GPA: 3.56 (2017-2018)

Pancasila University
Major: Bachelor of Pharmacy
GPA: 3.35 (2013-2017)

SMA Negeri 54 Jakarta
Major: Science (2010-2013)

Project 3: Securing Multiple Government Healthcare Contracts Worth IDR 10 Billion

A. Overview

Successfully secured and managed multiple government healthcare contracts through competitive tender processes, with a combined contract value of approximately IDR 10 billion.

B. Business Challenge

Government healthcare procurement involves:

- Complex tender requirements and compliance standards
- Strict submission timelines
- Multiple competing distributors
- Coordination across various internal and external stakeholders
- Each contract required careful planning, accurate documentation, and seamless execution to avoid disqualification and ensure successful fulfillment.



C. Objective

Secure and execute multiple government healthcare contracts while ensuring full compliance with procurement requirements and maximizing business growth opportunities.

D. My Role and Responsibility

- Identified and evaluated tender opportunities
- Coordinated tender preparation and submission
- Managed communications with procurement stakeholders
- Collaborated with Finance, Operations, Regulatory, and Quality teams
- Ensured contract readiness and fulfillment planning
- Monitored progress throughout the tender lifecycle

E. Challenges

- Managing Multiple Contract Opportunities
Several contracts were pursued simultaneously, requiring effective prioritization, coordination, and deadline management.
- Compliance & Documentation Requirements
Each tender required comprehensive administrative, regulatory, and pricing documentation.
- Cross-functional Coordination
Successful submission depended on timely collaboration among multiple departments.

H. Success Metrics

Metric	Result
Total Contract Value	~IDR 10 Billion
Contract Awards	Multiple Government Contracts
Tender Outcome	Successfully Awarded
Submission Compliance	100% Complete
Stakeholders Managed	Government & Cross-functional Teams
Business Impact	Revenue Growth & Market Expansion

F. Solution & Execution

- Opportunity Prioritization
Assessed contract value, strategic importance, and resource requirements to prioritize opportunities.
- Tender Management Process
Established a structured approach covering:
 - Documentation preparation
 - Regulatory compliance checks
 - Pricing and commercial proposals
 - Submission tracking and deadline monitoring
- Stakeholder Alignment
Facilitated collaboration between Sales, Operations, Finance, Regulatory Affairs, and Quality Assurance teams to ensure submission readiness and successful execution.

G. Results

Business Impact:

- ✓ Successfully secured multiple government healthcare contracts with a combined value of approximately IDR 10 billion
- ✓ Expanded institutional market presence within the public healthcare sector
- ✓ Strengthened relationships with government healthcare stakeholders
- ✓ Delivered successful contract execution through cross-functional collaboration

Competency	Evidence
Stakeholder Management	Government procurement committees, hospitals, and internal teams
Project Management	End-to-end tender coordination and execution
Strategic Prioritization	Evaluating and pursuing high-value contract opportunities
Risk Management	Managing compliance and submission risks
Cross-functional Leadership	Finance, Operations, QA, Regulatory, and Sales
Business Impact Orientation	Secured contracts worth ~IDR 10 billion



Project 4: Inventory Visibility Dashboard

Based on experience as Head of Operations

A. Problem

Sales teams often experience stock uncertainty, causing lost revenue opportunities.

B. Solution

Real-time inventory dashboard integrated with sales forecasting.

C. Features

- Inventory monitoring
- Low-stock alerts
- Forecast demand prediction
- Product availability tracking

D. Business Impact

- ✓ Reduced stock-outs
- ✓ Increased order fulfilment
- ✓ Improved customer satisfaction

Project 5: Customer Journey Improvement

Based on experience as Head of Sales Hospital and Institution

A. Problem

Hospital customers experience delays in order processing.

B. Root Cause Analysis

- Multiple manual approvals
- Lack of visibility

C. Product Recommendation

Customer portal:

- Order tracking
- Complaint management
- Invoice access

D. KPI

- Customer Satisfaction Score (Service Level)
- Order Processing Time (On-Time Delivery)

E. Results

Competencies	Relevant Experience
Stakeholder Management	Hospital, Finance, QA, Regulatory
Data Analysis	Sales Forecasting
Product Discovery	Market Expansion & Opportunity Identification
Roadmap Planning	Strategic Sales Planning
Leadership	Managed 47 Employees
Customer Research	Hospital & Institutional Relationship Management