

# Faiz M Hanief Arsyad

## Sales | Marketing | Product Manager

West Jakarta, 11540 [hanieffaiz@gmail.com](mailto:hanieffaiz@gmail.com) | (+62)82132697019 | [linkedin.com/in/faiz-mh-arsyad](https://www.linkedin.com/in/faiz-mh-arsyad)

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### PROFESIONAL SUMMARY

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Apothecary graduate from **Bandung Institute of Technology (ITB)**. With **More than 8+ years working in Health Sales Related**, A passionate and lifelong learner pharmacist who values smart work and persistence. I enjoy applying my public speaking, leadership, and teamwork skills in my daily activities to create meaningful impact. I am particularly driven by challenges that require creative thinking, strategic planning, and the ability to influence others through effective persuasion to achieve shared goals. Consistently motivate myself to deliver my best performance, demonstrating adaptability as a fast learner and the ability to work efficiently under pressure. With a strong interest in growth and professional development, I am seeking opportunities where I can further develop and apply my skills in Sales or Marketing. I am **ENTJ-A MBTI test, DI (Dominance/Influence) DISC and Enterprising ESCLAIRE**.

### WORKING EXPERIENCES

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**National Head of Value Expansion-Jakarta | Abbott**

**2023-Present**

Responsible for **leading and mobilizing the team to enhance the utilization of core laboratory in vitro diagnostic (IVD) instruments for nationwide Indonesia area** by expanding both the test menu and testing volume. This includes driving adoption across a nationwide user base in clinical chemistry, immunology, hematology, and digital health solutions within Abbott, ensuring optimal performance, increased customer engagement, and sustainable business growth.

Secured drove up to a **30%** year-over-year (YoY) increase in assay test utilization value within existing customers who were already operating at near-optimal performance levels.

**Assistant Sales Manager CT - Cikarang | Kalbe Farma Tbk**

**2020-2023**

**Managed the Jabodetabek regional sales team for Kalbe Farma's over the counter product portfolio**, driving sales performance and market penetration. Collaborated closely with account managers to strengthen relationships with retail accounts and pharmaceutical distributors, ensuring effective execution of sales strategies and optimal product availability across the channel.

Credit on Kalbe Marketing & Sales (MS) Award for achieving **2nd place as Best Performing Sales Area** and **1st place in OTC sales value**, driven by top-performing brands such as Promag and Neuralgin.

### HARD & SOFT SKILLS

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- **Microsoft Office** (Outlook, Teams, Word, Excel, Etc): Strategic reporting, sales tracking, and executive presentations
- **Salesforce CRM**: Pipeline management, customer segmentation, and revenue optimization
- **Google Analytics 4**: Market insights, customer behavior analysis, and campaign performance tracking
- **Strategic Marketing, Branding & Product Positioning**: Value proposition, branding, and go-to-market execution
- **Power BI & Tableau**: Data visualization, dashboard development, and business insights for decision-making

### EDUCATIONAL BACKGROUND

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**Apothecary** (Pharmacist Profession) & Pharmaceutical Science and Technology (**STF**). School of Pharmacy, Bandung Institute of Technology (**ITB**) ( **SF& Finaid Scholarship**)

### ACHIEVEMENTS & AWARDS

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**National Funding** of National Scientific Writing Competition (LKTIN) Entrepreneurship.

**2018**