



SOLA FIDE VICY

SENIOR PRODUCT EXECUTIVE

Professional Summary

Strategic and results-oriented pharmaceutical marketing professional with extensive experience in brand management across Respiratory, Psychiatry, Oncology, and Anesthesia therapeutic areas. Proven track record in developing marketing strategies, executing scientific engagement programs, managing KOL relationships, and driving cross-functional collaboration to support business growth. Experienced in both multinational and national pharmaceutical environments with strong analytical, communication, and stakeholder management capabilities.

PT. Actavis Indonesia, Feb 2024 - Present

Senior Product Executive: Respiratory, Psychiatry, Oncology

- Lead strategic marketing initiatives for Respiratory, Psychiatry, and Oncology product portfolios across hospital and retail channels.
- Develop annual marketing plans, promotional campaigns, and customer engagement strategies aligned with business objectives.
- Collaborate with Key Opinion Leaders (KOLs), medical associations, and healthcare professionals to strengthen scientific engagement and brand positioning.
- Execute scientific events including symposiums, webinars, round table discussions, and speaker programs to increase product awareness and market penetration.
- Analyze market trends, competitor activities, sales performance, and customer insights to optimize marketing effectiveness and identify growth opportunities.
- Coordinate cross-functional execution with Sales, Medical, Regulatory, Supply Chain, and Management teams to ensure successful campaign implementation.
- Develop promotional materials, sales tools, and scientific messaging in compliance with company and industry standards.
- Support sales force effectiveness through product training, marketing updates, and strategic field communication.
- Maintain strong relationships with specialists, hospital stakeholders, and pharmacy channels to support sustainable business growth.
- Successfully manage multiple therapeutic portfolios in a dynamic and competitive pharmaceutical market environment.

PT. Novell Pharmaceutical Lab, Oct 2021- Jan 2024

Product Executive: Anesthesia and Critical Care

- Managed anesthesia product portfolio focusing on regional anesthesia and critical care market segments.
- Assisted in developing and implementing marketing strategies targeting anesthesiologists, and intensivists.
- Conducted market analysis, competitor monitoring, and sales evaluation to support strategic decision-making.
- Organized scientific meetings, product presentations, and educational activities with healthcare professionals and medical communities.
- Collaborated closely with sales teams to execute promotional activities and achieve business objectives.
- Prepared product training materials and delivered product knowledge sessions for internal stakeholders.
- Supported brand development initiatives and identified market opportunities within the anesthesia and critical care therapeutic area.

Education

2020 - 2021 Certified Pharmacist (apt), GPA: 3.68
Universitas Pancasila

2016 - 2020 Bachelor of Pharmacy (S. Farm), GPA: 3.43
Universitas Pancasila

Contact



Phone

+62 813 4935 1697



Email

solafidevici@gmail.com



Address

Ujung Menteng, Cakung,
Jakarta Timur.

Core Expertise

- Product Management
- Pharmaceutical Marketing Strategy
- Product Launch & Commercial Execution
- KOL & Stakeholder Engagement
- Scientific Event Management
- Market & Competitor Analysis
- Cross-functional Collaboration
- Sales Force Effectiveness
- Strategic Communication
- Hospital & Specialty Market Development
- Presentation & Public Speaking Skills
- Project Management