

Christoffer Nathanael Ananta Marabet

Email: christoffer.nth@gmail.com | Phone: +6285-11150-1188 | Current Domicile: South Jakarta
LinkedIn: [linkedin.com/in/christofferntn](https://www.linkedin.com/in/christofferntn)

About

A results oriented Pharmacist and Product Management professional with over 5 years of experience spanning clinical pharmacy, pharmaceutical marketing, and retail management. Proven track record in driving product growth for pediatric and wound care portfolios through data driven market analysis and strategic stakeholder engagement. Adept at leading cross functional teams, managing complex projects, and ensuring high standards of patient care and regulatory compliance. Passionate about leveraging clinical insights to deliver innovative healthcare solutions and exceptional customer experiences.

Professional Experiences

Singapore Paincare Clinic, South Jakarta

Mar 2025 – Present

Head of Pharmacy

- Managed overall pharmacy operations, inventory optimization, and regulatory compliance, while actively identifying opportunities to enhance commercial margins on specialized pain care products.
- Collaborated with clinical specialists to design patient centric education initiatives and clinic outreach programs, successfully driving client retention and cross selling healthcare services.

International AIDS Society, Switzerland

Jan 2025 – Present

Counselor

- Provided global-standard health advocacy and counseling, leveraging clinical HIV insights to support international patient engagement frameworks and cross-border healthcare initiatives.
- Interfaced with global medical networks and stakeholders to align with the latest therapeutic trends, enriching local pharmaceutical marketing strategies with high-level clinical intelligence

PT. Anugerah Widyanto Wiaya, Malang

Apr 2025 – Mar 2026

Head of Sales and Marketing

- Directed all marketing operations, brand strategy, and budget allocation to drive market growth
- Led the marketing team, setting strategic direction and executing comprehensive go to market strategies for new product launches

PT Kalbe Farma, Central Jakarta

Feb 2025 – Apr 2025

Product Executive

- Developed and implemented marketing strategies for wound care products (tNPWT RENASYS, ALLEVYN Group, CICA-CARE, etc.) in collaboration with **Smith & Nephew**
- Contributed to educational programs that empowered users with practical product knowledge, resulting in more confident usage and better treatment experiences

PT Novell Pharmaceutical Laboratories, West Jakarta

May 2022 – Feb 2025

Product Executive

May 2022 – Feb 2025

- Responsible for the pediatric product
- Analyze market trends, user needs, and competitive landscape to identify new product opportunities and develop strategies
- Execute monthly and yearly marketing programs, including promotions
- Track product performance metrics, monitor market response and analyze user feedback to identify areas for improvement and inform future product iterations
- Provide training on basic medical knowledge and product knowledge to the team

Medistra Hospital, South Jakarta

Aug 2020 – May 2022

Clinical HIV Pharmacist

Sep 2020 – May 2022

- Actively monitor and manage adverse drug reactions and toxicities associated with antiretroviral therapy
- Provide counseling and support to patients to enhance adherence to prescribed HIV medications

Clinical Pharmacist

Aug 2020 – May 2022

- Develop pharmacotherapeutic goals for patients in collaboration with healthcare professionals
- Monitor drug therapy regimens for contraindications, interactions, allergies, and appropriateness of drug and dose
- Provide evidence-based recommendations and respond to drug-related queries

Education

Professional Degree of Pharmacy (apt.) | Universitas Indonesia

Jan 2019 – Apr 2020

Bachelor of Pharmacy (S.Farm) | Universitas Muhammadiyah Yogyakarta

Oct 2014 – Aug 2018

Project Experiences

New Product Launch PICO 7

Apr 2025 – Apr 2025

- a. Coordinated with teams to collaborate with surgeons
- b. Developed marketing strategies to promote Pico 7, Developed promotional materials to increase brand awareness

New Product Launch Killbac Tulle

Mar 2025 – Apr 2025

- a. Coordinated with teams to collaborate with surgeons, nurses and another HCPs
- b. Developed marketing strategies to promote Killbac Tulle, Developed promotional materials to increase brand awareness

Nurses Practitioners Forum 5.0

Mar 2025 – Apr 2025

- a. Develop and makesure project success
- b. Make workshops and symposiums about updated wound edu for nurses

Kalbe Wound Educational Campaign

Jan 2025 – Apr 2025

- a. Coordinated with teams to make RTDs about wound product
- b. Makesure HCPs know, how to apply our products, Conduct directly how to use our products

New Product Launch IMUNKID

Dec 2023 – Nov 2024

- a. Coordinated with teams to collaborate with pediatricians in private hospitals, private practices, and regular market
- b. Developed marketing strategies to promote ImunKid
- c. Developed promotional materials to increase brand awareness

Dehydration Campaign

Feb 2023 – Sep 2023

- a. Coordinated with teams to collaborate with regular market
- b. Conducted training sessions for sales supervisors to educate medical sales representatives (MSR) on Dehydration and how to handle competitors
- c. Ensured user used Dehidralyte as 1st line therapy for mild dehydration

YinYang Monell Ranivel

Feb 2023 – Jul 2023

- a. Developed and maintained a project timeline to comply with average sales of 2022
- b. Ensured user used Monell and Ranivel as 1st Line Therapy of GI Diseases in Infants and Children
- c. Monitored performance of sales supervisors and ensured the implementation of programs in private hospitals

Round Table Discussion (RTD) LACTO-B DIARRHEA 911

May 2022 – Jan 2023

- a. Led teams responsible for identifying competitors' activities in private hospitals and regular markets
- b. Ensured that every sales supervisor conducted RTD with minimum three private hospitals

- c. Monitored and evaluated performance of sales supervisors and made action plans
- Constantia Ngajar Jun 2022 – Dec 2022
- a. Conducted training sessions for sales supervisors to educate MSR on candidiasis and nystatin
 - b. Ensured MSR provided clear and accurate information on candidiasis and nystatin to pediatricians
- Novell Iron Chelator's in Private Hospital Jun 2022 – Dec 2022
- a. Coordinated with teams to identify competitor activities
 - b. Collaborated with Perhimpunan Orang tua Penderita Thalassemia Indonesia (POPTI)
 - c. Provided activity corner packages such as coloring books with pencils color in thalassemia ward
- Para Pengabdi Orezinc (PPO) Jun 2022 – Nov 2022
- a. Created and maintained a project timeline to comply with monthly sales targets
 - b. Established a focused WhatsApp group for sales supervisors who could not meet the sales criteria
 - c. Monitored the performance of sales supervisors and evaluated their adherence to programs in private hospitals
- Monell Reward Do It! Jun 2022 – Nov 2022
- a. Developed and maintained a project timeline to comply with quarterly sales targets
 - b. Conducted activities such as quizzes, detailing, gimmicks, and random calls to sales supervisors
 - c. Monitored the performance of sales supervisors and ensured the implementation of programs in private hospitals
- Tuberculosis Preventive Treatment (TPT) for People Live with HIV (PLHIV) Jan 2021 – May 2022
- a. Collaborated with the Ministry of Health Republic Indonesia
 - b. Coordinated a team to carry out HIV testing on all TB patients, TB screening for PLHIV, and provide TPT for PLHIV
- Multi-Month Dispensing (MMD) for People Live with HIV (PLHIV) Sep 2020 – May 2022
- a. Created and maintained a project timeline to ensure adherence to monthly medication schedules
Led a team to coordinate care, address issues, and ensure a comprehensive approach to PLHIV
 - b. Implemented strategies to monitor and support PLHIV in adhering to their medication schedule and address any concerns
 - c. Maintained accurate records of medication dispensing, patient interactions, and other relevant information

Certifications

- a. Awareness ISO 31000:2018 Risk Management by PT CAPI Jul 2020
- b. Awareness ISO14001:2015 Environmental Management System by PT CAPI Jul 2020
- c. Emergency Response Plan (ERP) by PT CAPI Jul 2020
- d. Material Safety Data Sheet (MSDS) by PT CAPI Jul 2020
- e. Epidemiology of HIV, HIV Screening Recommendations, HIV Diagnostic Testing, Acute and Recent HIV Infection, and Linkage to HIV Care by University of Washington May 2026
- f. Initial Evaluation, Oral Manifestations, Cutaneous Manifestations, Immunizations in Adults, Primary Care Management, Screening for Mental Health Conditions, Substance Use Disorders, and Retention in HIV Care by University of Washington May 2026
- g. Antiretroviral Medications and Initial Therapy, Adverse Effects of Antiretroviral Medications, Drug Interactions with Antiretroviral Medications, Switching or Simplifying Antiretroviral Therapy, and Evaluation and Management of Virologic Failure by University of Washington May 2026
- h. Latent Tuberculosis Infection, Opportunistic Infections: Prevention, Opportunistic Infections: Treatment, Sexually Transmitted Diseases, Hepatitis B Coinfection, and Hepatitis C Coinfection by University of Washington May 2026
- i. Mental health and HIV by International AIDS Society May 2026
- j. Gender and HIV by International AIDS Society May 2026

- k. Preventing Perinatal HIV Transmission, Preventing HIV Transmission in Persons with HIV, Occupational Postexposure Prophylaxis, Nonoccupational Postexposure Prophylaxis, and HIV Preexposure Prophylaxis (PrEP) by University of Washington May 2026
- l. HIV in Infants and Children, HIV in Adolescents and Young Adults, HIV in Women, HIV in Older Adults, HIV and Corrections, and HIV-2 Infection by University of Washington May 2026