



ADNAN, S.Farm., Apt.

PHARMACEUTICAL PRODUCT MANAGER

Brand Strategy • Product Launch • Commercial Excellence •
Sales Training

PHARMA MARKETING

South Tangerang, Indonesia | 0823-2080-0278 | adnanalthorik@gmail.com

PROFESSIONAL PROFILE

Pharmacist and pharmaceutical marketing professional with experience in product management, brand strategy, and commercial execution in neurology and specialty pharmaceutical markets. Track record of driving product growth through data-driven marketing strategies, KOL engagement, and cross-functional collaboration with medical, regulatory, and sales teams.

CAREER HIGHLIGHTS

23%

Current product growth

21%

Sales growth • 2025

14%

YTD sales growth • 2024

CORE COMPETENCIES

- ▶ Brand Strategy & Strategic Brand Planning
- ▶ Product Launch & Lifecycle Management
- ▶ Scientific Evidence Translation
- ▶ Sales Force Training & Effectiveness
- ▶ Pharmaceutical Product Management
- ▶ Market & Competitor Analysis
- ▶ KOL Engagement & Scientific Events
- ▶ Cross-functional Collaboration (Medical, Regulatory, Sales)

PROFESSIONAL EXPERIENCE

Product Manager – Neurology | PT Ikapharmindo Putramas

Sep 2024 – Present

Tbk

- Lead brand strategy and marketing execution for neurology portfolio including Ikaphen, Lactulax 60 mL, Fisiopain, Ikaneuron 5000 and Ikalep.
- Develop annual brand plans covering positioning, messaging, and promotional strategy.
- Coordinate cross-functional execution with regulatory, medical, and sales teams.
- Lead marketing initiatives including RTD, symposium, and scientific engagement programs.
- Conduct competitor and market analysis to refine product positioning.
- Delivered 14% YTD sales growth in 2024, 21% sales growth in 2025, and 23% current growth.

Sep 2023 – Sep 2024

JuniorProduct Manager – Neurology | PT Ikapharmindo

Putramas Tbk

- Lead brand strategy and marketing execution for neurology portfolio including Ikaphen, Lactulax 60 mL, Ikaneuron 5000 and Ikalep.
- Develop annual brand plans covering positioning, messaging, and promotional strategy.
- Coordinate cross-functional execution with regulatory, medical, and sales teams.
- Lead marketing initiatives including RTD, symposium, and scientific engagement programs.
- Conduct competitor and market analysis to refine product positioning.
- Delivered 11% YTD sales growth in 2023, 14% sales growth in 2024.

Product Executive – Neurology | PT Novell Pharmaceutical

Jun 2022 – Aug 2023

Laboratories

- Developed product growth strategy and executed national marketing campaigns.
- Led product launch initiatives and promotional program development.
- Translated scientific literature into marketing claims and promotional materials.
- Prepared product presentations and scientific materials for healthcare professionals.

- Delivered +21% growth in 2022 and +19% growth in 2023.

Training Executive | PT Eisai Indonesia

Dec 2021 – Jun 2022

- Delivered product knowledge and selling skills training to national field force.
- Conducted joint field coaching to improve sales capability.
- Developed medical knowledge and communication training modules.

Marketing Executive & Trainer | PT Novell Pharmaceutical

Feb 2019 – Nov 2021

Laboratories

- Delivered product knowledge training across neurology and orthopedics portfolios.
- Reviewed scientific journals to support product positioning.
- Managed product knowledge for 40+ pharmaceutical products.
- Developed leadership, communication, and selling skills training programs.

ADDITIONAL PHARMACIST EXPERIENCE

Apoteker Penanggung Jawab PBF Satu Medika • Developed CDOB training program and supported SOP preparation. • Oversaw procurement, storage, and distribution compliance.	Oct 2023 – Aug 2024
Apoteker Penanggung Jawab Apotek Cordelia • Managed pharmacy operations and medicine availability. • Ensured rational drug use and supplier qualification.	Oct 2022 – Sep 2023

EDUCATION

Apothecary (Apt.) Padjadjaran University GPA 3.67
Bachelor of Pharmacy Jenderal Soedirman University GPA 3.52

LEADERSHIP

- President – Student Executive Board, Faculty of Pharmacy
- Vice President – Student Executive Board, Faculty of Health Sciences
- Head of Foreign Affairs – Student Executive Board
- Head of LSOPM – Khalifa UNSOED

PROFESSIONAL POSITIONING

PRODUCT & BRAND Strategic planning, launch, lifecycle, positioning and commercial execution.	SCIENCE & FIELD Scientific translation, KOL engagement, HCP materials, field coaching and selling-skills training.
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