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PROFESSIONAL SUMMARY

A dedicated Pharmacist and Master of Business Pharmacy with over 6 years of comprehensive experience in the pharmaceutical industry, specializing in Product Development (MS&T), Quality Assurance, and Market Access. Proven track record in managing drug standardization for over 200 products across BUMN channels and successfully navigating E-Catalogue tenders. Combines technical pharmaceutical expertise with a strategic business mindset and a strong passion for the beauty industry. Result-oriented professional ready to contribute as a Product Manager to drive product growth and market excellence.

CORE COMPETENCIES

- Product Life Cycle Management
- Market Analysis & Business Development
- Cosmetic Formulation & Cosmetology
- Stakeholder Management (B2B & B2G)
- Pharmaceutical Manufacturing & GMP
- Regulatory Affairs & Tender Negotiation
- Strategic Marketing & Sales Planning
- Problem Solving (CAPA & Risk Analysis)

PROFESSIONAL EXPERIENCE

Market Access Executive (Key Account Executive)

Dec 2022 – Present

PT Hexpharm Jaya Laboratories (A Kalbe Company)

- Managed drug standardization across BUMN channels (IHC Petamedika, Mandiri Inhealth, Bank Indonesia, Telkom, etc.) for a portfolio of over 300 products.
- Developed, executed, and reviewed marketing strategies and targets for pharmaceutical products listed within BUMN channels.
- Maintained strategic relationships with third-party stakeholders, including BUMN entities, TNI-POLRI, distributors, and government institutions.

QA Compliance Staff (Quality Assurance)

Feb 2022 – Dec 2022

PT Medifarma Laboratories (Affiliate of UNILAB)

- Supported the implementation of quality standards and procedures in compliance with industry regulations.
- Responsible for reviewing and investigating Quality Deviation Reports, Change Control, and Quality Risk Analysis (CAPA plans) via SAP applications.
- Facilitated external audit programs (BPOM, Affiliates, etc.) in accordance with approved schedules.

MS&T Staff (Product Development)

Jun 2020 – Jul 2021

PT Actavis Indonesia (TEVA Group)

- Coordinated and prepared documentation for scale-up trials, optimization, validation, and technology transfer projects for approximately 50 products.
- Reviewed and ensured the quality of new products and product transfer projects.
- Prepared registration documentation for new product launches and transfer projects.

Market Access Specialist (Marketing)

Oct 2019 – Jun 2020

PT Harsen Laboratories

- Led negotiations and E-Catalogue tenders for pharmaceutical products based on Ministry of Health (KEMENKES) and BKKB listings for over 25 products.
- Formulated and reviewed marketing strategies and sales targets for medicinal products.
- Supported the Business Development Division in material research for new product introductions and market analysis.

BEAUTY INDUSTRY EXPERIENCE

Professional Makeup Artist (Freelance)

Jan 2018 – Present

Haurausna Makeup Studio

- Provided client education on appropriate makeup types based on skin condition, type, and cosmetic product dosage forms.
- Gained practical insights into B2C consumer trends and cosmetology formulations.

EDUCATION

Pancasila University – Master of Business Pharmacy (GPA: 3.55/4.00) **2024**

Pancasila University – Profession of Pharmacy (GPA: 3.45/4.00) **2019**

Pancasila University – Bachelor of Pharmacy **2017**

LBPP LIA | English Proficiency Program

Completed the highest advanced level (Higher Intermediate 4) with a focus on professional communication and academic writing.

MAJOR ACHIEVEMENTS

- International: Gold Medal at 3rd Asia Cantate International Choral Festival, Hong Kong (2016) and 1st Singapore International Choral Festival (2014).
- National: Gold Medal at ITB Choral Festival (2017) and 1st Winner at 10th National Folklore Festival, UI (2016).