



PORTFOLIO

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INTRO- DUCTION

My Name is Hanan Astuty Aroeboesman, I am a results-driven healthcare professional with a strong track record across Product Management, Account Management, and Clinical & Procurement Pharmacy at a national level. I bring a comprehensive perspective that combines commercial strategy, market insight, and hands-on clinical experience.

My expertise lies in product strategy, market analysis, sales growth acceleration, and relationship management. With a solid foundation as a clinical and procurement pharmacist, I also bring a deep understanding of patient needs, treatment pathways, and supply chain efficiency—allowing me to bridge commercial objectives with real-world healthcare demands. I have handled a diverse portfolio including **vaccines, Obgyn, pediatric, and nutrition products**, and have been actively involved in driving product adoption through impactful presentations, educational initiatives, and strategic collaborations with healthcare professionals. I am passionate about creating value in healthcare through innovation, strong partnerships, and measurable business impact.





EDUCATION

I am a graduate of the Faculty of Pharmacy at Pancasila University

Bachelor's degree 2011-2015 IPK 3.07

Apothecary 2016-2017 IPK 3.65

MY PERSONAL SKILLS

Mampu Berpikir kritis, memiliki kemampuan komunikasi yang baik, kreatif, dan inovatif, Leadership, Adaptasi, Kerja sama dan kolaborasi, Public speaking, Growth mindset, Negosiasi, Empati, Team Building skills



MY WORK EXPERIENCE

PT Sanghiang Perkasa (Kalbe Group)
Customer Care Executive/Nutritionist
Aug 2015 - Jul 2016

- As a health consultant, namely serving customers by providing appropriate health solutions;
- Carry out a health check using the available tools;
- Providing health knowledge and solutions for managing a healthy lifestyle
- Sales Targetted by selling product



Product Executive
PT Brightgene Biomedical Indonesia
Sep 2018 - oct 2019

- Presenting New Products to the Pharmaceutical Industry, B to B system
- Collaborating to carry out toll manufacturing with other pharmaceutical industries
- Conducting meetings and regulations for technology transfer from Taiwan
- Working on event projects such as company ground breaking
- Assist regulatory agencies in working on deadlines

Head Of Pharmacist
Indonesian Ministry of Health Contract worker
Sep 2019 - Aug 2021

Overall, carrying out outreach, counseling to villages, schools and providing pharmaceutical services at Community Health Centers (Pharmacy Warehouse and Pharmacy Managers)



Product Executive

PT Metiska Farma Oct 2022 - Dec 2024

- Responsible for developing and executing strategic marketing plans for a diverse product portfolio covering women's health (OB-GYN), male reproductive health (andrology), and pediatric care.
- This role requires deep understanding of clinical needs, patient journeys, and market dynamics across multiple therapeutic areas. Key responsibilities include: 1. Designing and implementing marketing strategies to drive product growth and market penetration 2. Collaborating with healthcare professionals (gynecologists, andrologists, pediatricians) to understand clinical insights and patient needs 3. Conducting market analysis, competitor tracking, and identifying new business opportunities 4. Developing promotional materials, scientific content, and educational programs for healthcare providers 5. Managing product lifecycle, including launch planning, forecasting, and performance monitoring 6. Working closely with sales teams to ensure effective execution in the field
Core focus areas: Women's health: fertility, pregnancy, and hormonal therapies
Men's health: fertility and sexual health treatments
Pediatric care: vaccines, nutrition, and child health products



Student Mentor-Farmaklik Group ·
Feb 2022 - Apr 2025 ·

Mentor | Academic Facilitator

Empowering pharmacy students to excel through high-impact mentoring and exam-focused training.

- Deliver interactive online & offline learning sessions
- Monitor progress and tailor support for each student
- Lead engaging live teaching to strengthen core concepts
- Guide students through to success in the Indonesian Pharmacist Competency Examination
- Design targeted practice questions to boost performance and confidence





Key Account Executive

PT Kalventis Sinergi Farma Jan 2025 - now

- Responsible for the daily management of Vaccination centers and Key Opinion Leaders (KOLs) in a specific region
- serving as the primary point of contact for operations and relationships.
- Manage activities at these centers to enhance product understanding and support, and coordinate with internal and external parties to execute marketing and sales activities.
- Provide timely support, present information about the SP Vaccine, and monitor and analyze operational performance to recommend necessary actions.



I have consistently delivered outstanding results, achieving >100% of sales targets and driving more than 30% business growth through strategic planning, strong execution, and effective stakeholder engagement. I have successfully managed and developed key accounts across Government hospitals, clinics, Police, Company and other healthcare institutions, building long-term partnerships that support sustainable business expansion.

PROJECT PORTFOLIO

PT Sanghiang Perkasa/Kalbe Nutritionals : Pencapaian **up to 100% sales** dan mendapat promosi **Spv area Bandung**

PT Brightgene Biomedical Indonesia : Success to bekerjasama dengan PT Kimia Farma Sungwun Pharmacopeia, Kementerian Kesehatan RI, PT Imedco Djaja (Imedco)

Nusantara Sehat (Puskesmas Ketang-Kemenkes RI)
Berhasil Menaikkan akreditasi puskesmas dari Dasar menjadi **status Madya**

Product Executive-PT Mestiska Farma
Berhasil meningkatkan penjualan **Biosan HD** up to target nasional

Supermentor Industri-Farmaklik Group
Khusus kelas : UTA, ISTN, UI, UP kelulusan up to 90%

PT Kalventis Sinergi Farma : **Success B to B** with Kejaksaan Agung RI, SKK Migas Group (PT Eni, BP, Petrochina, RHV Petrogas), Pertamina, PT KAI, PT Adhi Karya, PT Dharma Inti, PT Merdeka Copper Gold, PT Pindo deli pulp & paper mills, pupuk kumpang, PT indonesia power, DPR RI, Kejaksaan Tinggi, dll

Police : RS Bhayangkara, Mabes POLRI, Biddokpol Pusedokkes POLRI

Pemerintah : Dinkes Provinsi, Dinkes Kabupaten, KKP/BBKK

Kementerian : Ditjen PAS, Kemenkum HAM, kemenko pangan, kemenperin, kemenporan, kementerian koperasi dan UKM, kemnaker

School : FK atmajaya, FK Unsri, Unas, Univ Pancasila, Universitas Muhammadiyah, FKG Moestopo Beragama, dll

Klinik : SOS Medika, Tirta Group, Medika plaza Group, dll

CONTACT

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THANKYOU