



DESSY CLARISA

ABOUT ME

Experienced Product Manager with a robust background in healthcare sector (pharmaceuticals and medical devices). Skilled in comprehensive market analysis, strategic product positioning, and cross-functional collaboration. Demonstrated ability to drive product growth through data-oriented strategies and expert KOL relationship management.



Place and date of birth:

Kuningan, 27 Desember



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EDUCATION

Pancasila University

Pharmacist (Apoteker)

| 2021 - 2022

STF YPIB Cirebon University

Bachelor of pharmacy

| 2018 - 2020

Poltekkes Kemenkes Tasikmalaya

Pharmacy Diploma Degree

| 2015- 2018

SOFT SKILL

- Communication and Negotiation skill
- Public Speaking
- Leadership and Management Skill
- Analytical Thinking
- Creativity
- Microsoft Office Knowledge
- Good knowledge in the pharmaceutical and clinical industries

LANGUAGES

- English
- Indonesia

WORK EXPERIENCE

PT Revass Utama Medika

Product Manager

| Jan 2025 - Now

- Develop and execute marketing strategy and product positioning for cardiac catheterization accessories
- Collaborate closely with the Sales Team to ensure the effective implementation of marketing programs
- Build and maintain professional relationships with KOLs, especially for interventional cardiologists and cardiac nurse intervention associations
- Coordinate and lead medical events, including Round Table Discussions (RTD) and National Scientific Events focused on interventional cardiology

PT Novell Pharmaceutical

Associate Product Manager

| Feb 2024 - Jul 2024

- Managed marketing activities and branding strategy for neurology products
- Maintained professional engagement with neurologists (KOLs)
- Analyzed market, competitor, and product performance to support strategic business
- Collaborate with the sales team to execute promotional programs and improve product awareness in the market
- Delivered product presentations and training sessions to enhance product knowledge
- Planning and executing scientific meetings, symposiums, and promotional events focused on neurology products

PT Mersifarma TM

Product Executive

| May 2022 - Jan 2024

- Prepared marketing plan and strategy for new and existing products
- Prepare sales forecasting and demand planning based on market trends, historical sales data, and field insights
- Build and manage relationships with relevant KOLs
- Initiated and supported scientific event such as exhibitions, symposiums, webinars, digital activations
- Monitored competitor and evaluated market

PT Sanbe Farma

Coordinator of PPIC

| Oct 2019 - Aug 2020

- Calculating and Ensuring Production Needs
- Ensuring Product Quality
- Scheduling Production Process
- Weighing the raw materials to be produced

ACHIEVEMENT

- Achieved 100% of the annual business target for cardiac catheterization accessories in 2025
- Forged and maintained strong strategic partnerships with specialized medical and nursing associations at both regional and national levels
- Successfully spearheaded and executed SKP-certified stand-alone medical events, driving product awareness and strengthening engagement with healthcare professionals (HCPs)

ORGANIZATION EXPERIENCE

Community Service Committee | 2022

- Coordination with the team for consumption during the event
- As well as the MC at the event

Committee of National Seminar | 2017

- Searching for sponsors and negotiating with sponsors, obtaining permits to carry out events

Pharmacy Student Association | 2016 - 2017

- Coordinating with all divisions, negotiating with sponsors, promoting events by making brochures or making digital promotions

COURSES

Pharmacy business, marketing and management | 2024



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