

GERSON JALU BASKORO

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PROFESSIONAL SUMMARY

Sales and Distribution Management Professional with over 6 years of experience across the Pharmaceutical, Medical Devices, and FMCG industries. Proven track record spanning pharmaceutical logistics operations, digital marketing deployment, medical device sales, distribution expansion, and trade promotion strategies. Possesses strong expertise in team leadership, key account management, market analysis, operational oversight, and credit control (collections). Demonstrates strong leadership through active organizational management and community development.

PROFESSIONAL EXPERIENCE

PT International Chemical Industry (ABC Battery)

Management Trainee – Area Sales Promotion Manager | Sleman, DI Yogyakarta, Indonesia | March 2026 – August 2026

- Executed intensive management development program focused on expanding distribution networks for ABC Battery products across regional retail channels.
- Conducted market mapping, channel analysis, and distribution route optimization to increase retail product penetration and store coverage by 15%.
- Monitored daily and weekly sales target achievement, product availability, and shelf visibility metrics in collaboration with regional distributors.
- Coordinated promotional programs and trade events while ensuring retail partner compliance with corporate merchandising standards.
- Partnered with Area Sales Promotion Manager to analyze regional sales reports and formulate competitive trade promotion strategies.

PT Inti Sumber Hasil Sempurna Global (OneMed)

Sales Promotion Representative | Bantul, DI Yogyakarta, Indonesia | June 2025 – February 2026

- Managed market penetration and trade promotion programs for medical device products across the West Yogyakarta region to maximize sales targets.
- Drove market penetration to acquire 20+ new B2B institutional accounts across healthcare sectors including hospitals and clinics.
- Built and maintained strategic relationships with key stakeholders at hospitals, pharmacies, laboratories, and local health agencies.
- Oversaw payment administration, invoice reconciliation, and collection efficiency to maintain a 98% collection rate.
- Formulated structured daily call plans and prepared periodic visit analysis reports for regional management review.

PT Anugrah Argon Medica (Dexa Group)

Deployment Representative | Yogyakarta, DI Yogyakarta, Indonesia | June 2022 – May 2025

- Led acquisition, merchant onboarding, POS/digital platform training and user adoption of company digital B2B platforms across pharmacy networks in Jogja, Solo, and Purwokerto, onboarding and managing 100+ pharmacies.
- Managed commercial trade promotion programs from pharmaceutical principals to maximize product uptake at point-of-sale.
- Maintained key account relationships with pharmacy owners and decision-makers to sustain customer retention and account loyalty.
- Achieved monthly revenue targets through platform utilization drive and product portfolio optimization.

PT Anugrah Argon Medica (Dexa Group)

Logistics Staff | Sukoharjo, Central Java, Indonesia | July 2019 – June 2022

- Managed regional warehouse logistics operations in strict compliance with Good Distribution Practice (GDP) SOPs.
- Handled inbound receiving, inventory management, and outbound dispatch flows to maintain 99% operational accuracy.
- Reconciled inventory data between physical stock and enterprise ERP systems to minimize stock discrepancies and loss.

EDUCATION

Universitas Terbuka

Bachelor of Management (S.M.) | Yogyakarta, DI Yogyakarta, Indonesia

Graduated: 2025

GPA: 3.09 / 4.00

ORGANIZATIONAL EXPERIENCE

- Karang Taruna (Youth Association) | Active Member (2019 – 2024)
- Catholic Youth Organization (OMK) | Head of Sports Division (2018 – 2020).

SKILLS

- Industry & Distribution: Distribution Strategy & Channel Management, Territory & Route Mapping, Key Account & Partner Management, B2B & Modern Trade Sales, Credit Control & Collection Management.
- Tools & Software: Microsoft Excel (Data Analysis & Pivot Tables), Microsoft Word, Microsoft PowerPoint.
- Interpersonal & Leadership: Team Leadership, Commercial Negotiation, Strategic Communication, Adaptive Problem Solving

HONORS & CERTIFICATIONS

- 5 Years of Service – Certificate of Appreciation, PT Anugrah Argon Medica (July 2024)
Awarded directly by the Board of Directors in recognition of loyalty, dedication