



ANJAS APRIADI

Tangerang Selatan, Banten | +62 851 5634 0404 | anjasapriadi@gmail.com
Marketer in Pharmaceutical | Market Growth & Brand Strategy Specialist
<https://www.linkedin.com/in/anjas-apriadi/>



SUMMARY

Results-driven Product Management with almost 3 years of experience at PT Pharos Indonesia. Proven track record in managing diverse therapeutic portfolios, including gastrointestinal, respiratory, antiviral, antifungal, topical corticosteroid, antipyretic, and antibiotic products. Successfully doubled pediatric sales performance and expanded pediatrician engagement across key territories.

Skilled in marketing strategy development, product lifecycle management, market research, sales enablement, and brand positioning. Strong focus on product differentiation, market leadership, and sustainable growth.

WORK EXPERIENCE

PT. PHAROS INDONESIA – Jakarta, DKI Jakarta

Associate Product Manager

Jan 26 – Now

Product Executive

May 23 – Des 25

- Develop marketing plan and strategy for new and existing products
- Overseeing product lifecycle management: stock, availability, forecasting, and demand planning
- Conducting in-depth market research to identify growth opportunities
- Monitoring and evaluating program performance and ROI
- Building product positioning, differentiation, and branding strategies to lead the market

RSUP FATMAWATI – Jakarta, DKI Jakarta

Pharmacist Internship

Oct – Des 22

- Supporting to manage Drugs, Medical Devices and Medical Consumables
- Participated to implement Clinical Pharmacy and Pharmaceutical Care
- Analyzed the Monitoring Drug Therapy in 5 patients within 1 month
- Assisted to complete the accreditation data of RSUP Fatmawati

APOTEK DARUSYIFA MULIA – Jakarta, DKI Jakarta

Pharmacist Internship

Aug – Sep 22

- Preparing of compounding & dispensing medications for patient
- Interpreted drug prescriptions and delivered drug information to more than 50 patients every day
- Supporting to develop of a system in the management of the drugstore

KIMBERLY-CLARK SOTEX– Karawang, West Java

Quality Management System Internship

Jun – Aug 22

- Assisted QMS to complete CDAKB, ISO 14001, and ISO 45001 Certification
- Prepared documents for CDAKB Certification based on MoH requirement
- Analyzed and managed the master list of Internal Documents in QMS Document Control KC-Softex
- Created Standard Operational Procedure (SOP), Work Instruction (WI) within the first 7 days

ORGANIZATION

ISLAMEDIC INDONESIA – Jakarta, DKI Jakarta

Chief Executive & Founder

Aug 20 – Des 21

MA'HAD AL-JAMIAH UIN JAKARTA – South Tangerang, Banten

Mudabbir and Secretary

Sep 19 – Sep 21

DEWAN EKSEKUTIF MAHASISWA (DEMA) FIKES – South Tangerang, Banten

Sciences Department

Sep 19 – Des 20

ISMAFARSI JABODELATA - Jakarta, DKI Jakarta

Professional Development Department

Mar 18 – Aug 20

HIMPUNAN MAHASISWA PRODI FARMASI (HMPS) - South Tangerang, Banten

Student Affairs Department

Jan 18 – Des 19

ACHIEVEMENTS

- Finalist Indonesian Pharmaceutical Olympiad at Bandung Islamic University – Apr 2021
 - 1st Winner of National Essay Pharmacy Competition at Muslim University of Indonesia - Feb 2021
 - 1st Winner of National Scientific Essay at Muhammadiyah University of Surakarta - Nov 2020
 - Awarded of Student Achievement Award (SAA) UIN Jakarta - 2019-2020
 - Awarded of Karawang Cerdas (Karcer) Scholarship - 2018-2020
 - 2nd Winner of Video Competition Pekan Raya Farmasi in Student Association of Pharmacy - May 2019
 - Best Essay of Regional Pharmaceutical Leadership Forum in Ismafarsi Jabodelata - Apr 2018
-

EDUCATION

SYARIF HIDAYATULLAH STATE ISLAMIC UNIVERSITY – Jakarta, DKI Jakarta 2022-2023
Apothecary Profession; GPA: 3.89/4.0 – Cum Laude (Credits: 35 SKS)

SYARIF HIDAYATULLAH STATE ISLAMIC UNIVERSITY – Jakarta, DKI Jakarta 2017-2021
Bachelor of Pharmacy; GPA: 3.6/4.0 – Cum Laude (Credits: 156 SKS)

SKILLS

- | | | |
|-----------------------|----------------------|--------------------|
| • Leadership | • Market Research | • Copy Writing |
| • Strategic Planner | • Product Management | • Decision Maker |
| • Problem Solver | • Public Speaking | • Microsoft Office |
| • Analytical Thinking | • PLC Management | • Google workspace |

OTHER INFORMATION

Languages: English (TOEFL ITP 473 on Sept 2024), Indonesian

Interest: Learning new skills, Badminton

Software: Microsoft Office, Google Workspace, Adobe Photoshop, Canva

Workshop: Training of Product Management | Training of Auditing Management System 19011:2019 | CPD Training and Certification : ISO 9001:2015 Quality Management Systems Internal Auditor | Training of Halal Product Assurance System | Summer School APTFI | Training of Scientific and Semi-Scientific Papers | Leadership Camp IYL Malaysia | Training of Public Speaking for Millennials | Training Basic of Leadership Ismafarsi | PITIKA 12th in conjunction with APPS Annual Science Meeting of Indonesian Pediatric Society, Padang 2023 | KONIKA XIX (National Congress of Indonesian Pediatric Society, Semarang-Solo 2024

Speaker: Mentor Belajar UKAI Bareng Apoteker X PSPA UIN Jakarta | Trainer of Writing and an Essay HMPSPF | Time Management for Health Students MSH | Jury Essay Competition PCOB at STIKes Bani Saleh | How to Write a Good Essay and Essay Competition at Ismafarsi Nasional, HMPSPF and LDK | Podcast Live 'How to Be Creative in Podcast' at STIKes Medistra | Vaccine and Covid-19 Education at GENBI UIN Jakarta and KMIK Jakarta | Essay Competition at Workshop Road to PIMFI Ismafarsi Jabodelata | Social Project FKIK 2017 "Plant Metabolite to Cure Minor Ailment"

Volunteering: Coaching Essay Training, Paid at will | Volunteer of International Youth Leader, Malaysia | Volunteer of Desa Binaan Student Association of Pharmacy | Volunteer of Making Hand-sanitizer, FIKES | Volunteer of Eksplorasi Dwipantara, EduZillen Indonesia | Delegated of Jawzat Al-hind in Collaboration with PPI Malaysia | Tutor of Indonesia Bioinformatics and Biomolecular (INBIO) Teens

Moderator: Moderator at Webinar Halal Cosmetics Certification | Moderator at Webinar Scholarship and Education in Abroad | Facilitator Forum Group Discussion of Mental Health National Seminar

Publication: Molecular docking studies and molecular dynamics simulation of furanocoumarins derivatives against estrogen receptor alpha (ER- α) as an anti-breast cancer – Jurnal Sains & Farmasi Klinis (JSFK) Faculty of Pharmacy Andalas University (Indexed SINTA-2)

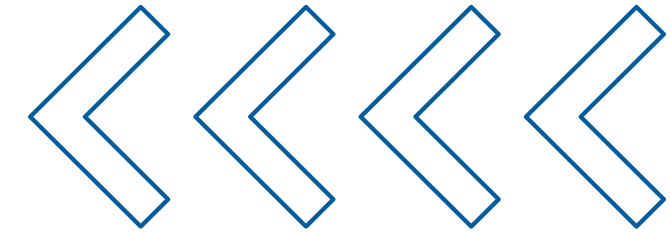


PORTOFOLIO

ANJAS APRIADI

(Associate Product Manager)

SUMMARY PROFILE



• Profile

- **Name** : apt. Anjas Apriadi, S.Farm
- **Position** : Associate Product Manager
- Managing Pediatric Product such as diverse therapeutic portfolios, including gastrointestinal, respiratory, antiviral, antifungal, antibiotic, topical corticosteroid and antipyretic products.
- **Skills** : Marketing Strategy Development, Product Lifecycle Management, Market Research, and Brand Positioning.
- **Other Skills** : Leadership, Problem Solver, Analytical Thinking, Public Speaking, Decision Maker, MS Office, Google Workspace, CANVA, etc.

• Education & Organization

- **Education**
- UIN Syarif Hidayatullah Jakarta – Apoteker – 2022-2023
- UIN Syarif Hidayatullah Jakarta – Farmasi – 2017-2021
- **Organization**
- Expert UKAI – 2023-2024 (Founder & Program)
- Islamedic Indonesia – 2020-2021 (CEO & Founder)
- Terang Untukmu Community – 2020-2021 (Founder & Project)
- Mahad Al-jamiah – 2018-2021 (Mudabbir & Murobbi)
- DEMA FIKES – 2019-2020 (Dept. Keilmuan)
- ISMAFARSI – 2018-2020 (Dept. Pengprof)
- HMPS Farmasi – 2018-2019 (Dept. Kemahasiswaan)

• Achievements

- Finalist Indonesian Pharmaceutical Olympiad at Bandung Islamic University – Apr 2021
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PENGURUS PUSAT
IKATAN DOKTER ANAK INDONESIA
(Indonesian Pediatric Society)

"Committed in Improving The Health of Indonesian Children"



No. : 1995/PP IDAI/VII/2023
Lamp. : -
Hal : Informasi obat sirup
Jakarta, 17 Juli 2023

Kepada Yth.,
Para Ketua IDAI Cabang
Di tempat

Sebagai pembaharuan dari himbauan internal IDAI kepada IDAI Cabang melalui rapat daring PP IDAI pada awal Februari 2023 terkait dengan adanya temuan kasus baru GGAPA, PP IDAI saat itu menghimbau kepada IDAI Cabang untuk tidak meresepkan sementara obat yang diduga menyebabkan GGAPA.

Setelah investigasi yang dilakukan oleh pihak berwenang dan terbukti tidak menjadi penyebabnya, IDAI mendukung hasil temuan dan regulasi yang telah dikeluarkan oleh BPOM dan Kemenkes dalam hal ini keamanan untuk peresepan Praxion.

Sehubungan dengan hal tersebut, kami mohon dengan hormat bantuan Ketua IDAI Cabang untuk dapat menginformasikan kepada seluruh anggota IDAI di wilayah masing-masing, menyatakan bahwa **Praxion** obat sirup aman untuk digunakan.

Demikian kami sampaikan, atas perhatian dan kerja sama yang terjalin baik diucapkan terima kasih.

dr. Piprim Basarah Yanuarso, Sp.A(K)
Ketua Umum – NPA. 01 01801 2002 | I



Dr. dr. Hikari Ambara Sjakti, Sp.A(K)
Sekretaris Umum – NPA. 01 02094 2006 | I

Sekretariat: Gedung IDAI, Jl. Salemba I No. 5, Jakarta Pusat - 10430
Telp. (+6221) 3148610, E-mail: ppidai@idai.or.id, Website: idai.or.id
Facebook: Ikatan Dokter Anak Indonesia, Twitter: @idai_tweets, Instagram: idai_jg

PIC Brand Product

Narfoz[®]
Syrup 4 mg/5 ml 30 mL
60 mL
Ondansetron HCL 2H₂O

FIXIPHAR[®]
Cefixime Trihidrat 30 mL
Sirup Kering 100 mg/5 ml 60 mL

Aztrin[®]
Azithromycin Dihydrate
Sirup Kering 200 mg/5 ml

CANDISTIN[®]
100,000 IU/ml
Nystatin

Proris[®]

PRAXION[®]
Paracetamol micronized

Ozen[®]
Cetirizine HCl
Drops 10 mg/mL

Ethiros[®]
SIRUP KERING
Erdosteine
175 mg/5 ml

Viridis[®]
Methisoprinol
Sirup 250 mg/5 ml

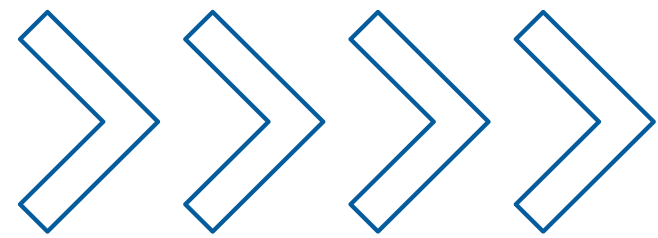
BINOMIC[®]
Zink sulfate monohydrate
Sirup 10 mg/5 ml

Clinovir[®]
Aciclovir
Krim 5%, Tab 200 mg & 400 mg

Oroxin[®]
SIRUP
Oxomemazine HCl
Guaifenesin

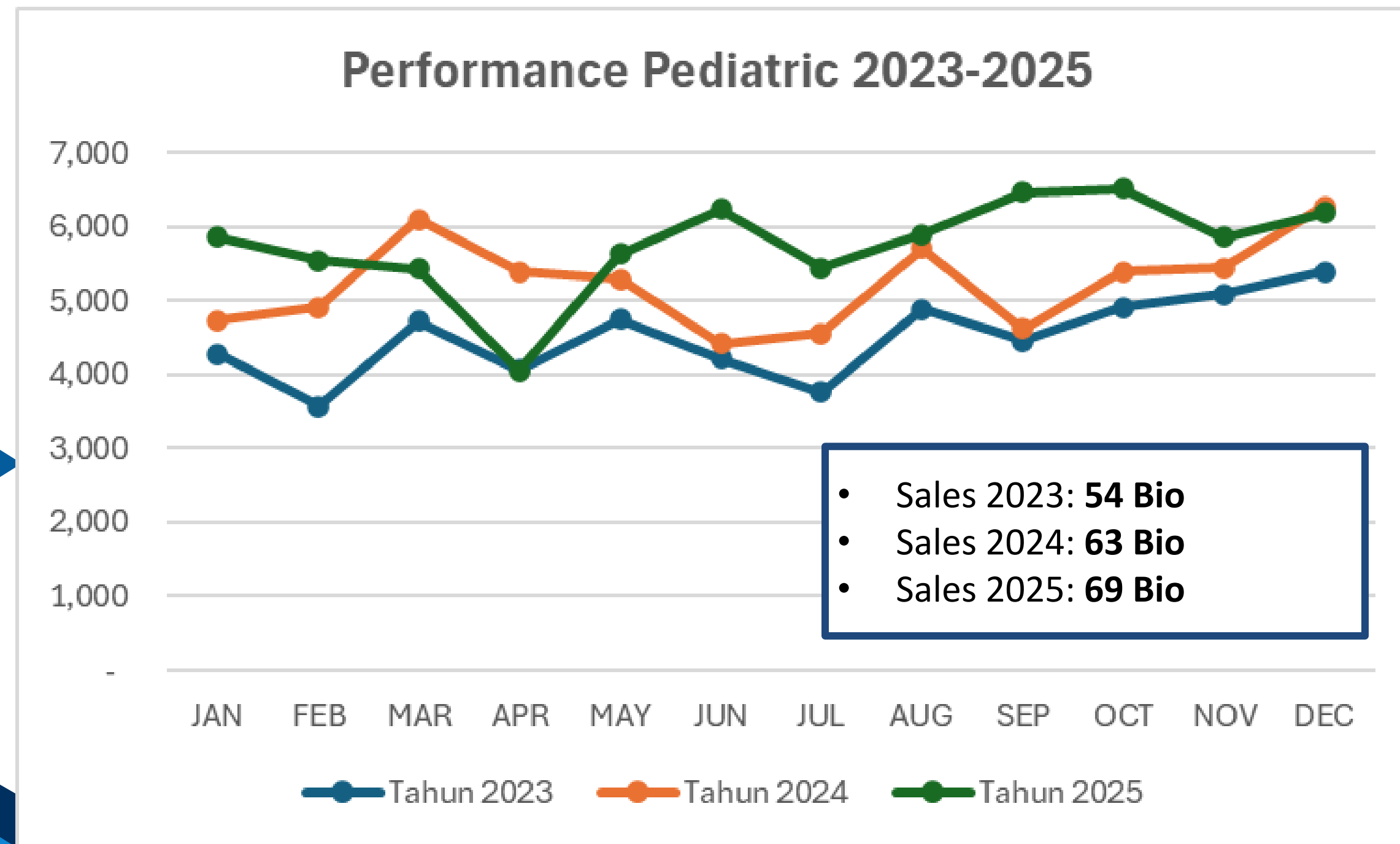
VERONIL[®]
Valproic acid
Sirup 250 mg/5 ml

- IDAI Statement: Praxion is free from EG/DEG



PERFORMANCE REVIEW

- Trend Sales Performance



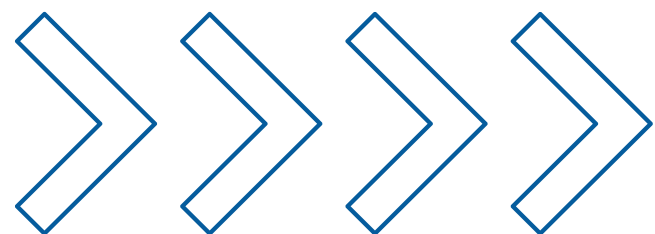
PEDIATRIC RANKING

IPA-IHPA-IDA Q2 2025

Rank 2024	Rank 2025	COMPANY	HNA MAT 2023	HNA MAT 2024	HNA MAT 2025	GRO 2024/2	GRO 2025/2	MS 2025/2
1	1	LAPI	54,675,872,031	66,581,067,553	66,405,236,732	22%	0%	17%
2	2	SANBE	56,506,681,322	57,101,652,279	42,589,614,879	1%	-25%	11%
4	3	PHAROS INDONESIA	34,836,547,793	35,198,741,110	33,627,562,099	1%	-4%	9%
6	4	NOVELL PHARM	27,715,806,517	33,181,367,539	33,375,809,242	20%	1%	9%
3	5	INTERBAT	27,314,946,470	36,568,714,160	32,974,804,064	34%	-10%	9%
7	6	GUARDIAN PHARMA.	26,335,666,089	30,267,070,834	31,320,055,214	15%	3%	8%
5	7	KALBE FARMA	24,215,469,851	33,261,093,580	26,087,220,378	37%	-22%	7%
8	8	IFARS	26,355,008,263	25,333,269,191	21,679,360,924	-4%	-14%	6%
9	9	DEXA MEDICA	17,648,099,581	19,795,722,217	18,818,305,471	12%	-5%	5%
10	10	ORGANON	13,929,089,686	13,804,828,512	12,723,253,047	-1%	-8%	3%
12	11	DARYA VARIA	7,358,322,834	9,549,727,811	9,137,386,108	30%	-4%	2%
11	12	OTTO	8,860,341,185	10,723,782,665	8,992,120,993	21%	-16%	2%
13	13	SURYA DERMATO MEI	9,957,833,276	8,346,527,913	8,950,076,075	-16%	7%	2%
17	14	SIMEX INDONESIA	1,992,786,300	5,692,720,766	5,768,138,273	186%	1%	1%
14	15	MEPROFARM	6,414,523,034	6,247,524,457	5,459,657,350	-3%	-13%	1%
16	16	COMBIPHAR	5,831,706,401	5,761,038,640	4,890,007,838	-1%	-15%	1%
18	17	HEXPHARM JAYA	1,774,977,786	3,486,820,739	4,098,563,414	96%	18%	1%
15	18	BERNOFARM	6,186,243,355	5,766,356,973	3,604,271,637	-7%	-37%	1%
19	19	GLAXOSMITHKLINE PH	2,739,898,751	3,459,307,514	3,540,001,242	26%	2%	1%
20	20	INFION PHARMA	3,294,288,219	2,774,079,898	2,696,773,733	-16%	-3%	1%
22	21	MEDIKON PRIMA LAB	2,067,894,345	1,579,433,168	1,994,474,204	-24%	26%	1%
21	22	MAHAKAM BETA FARM	1,693,051,124	1,679,600,476	1,181,886,345	-1%	-30%	0%
24	23	CAPRIFARMINDO	1,068,566,334	1,243,893,039	1,141,739,235	16%	-8%	0%
25	24	PYRIDAM	966,919,639	1,161,284,288	957,346,525	20%	-18%	0%
23	25	GRACIA PHARMINDO	1,398,016,215	1,388,905,639	874,434,116	-1%	-37%	0%
Total Keseluruhan			375,823,878,941	424,997,601,126	387,394,411,472	13%	-9%	100%

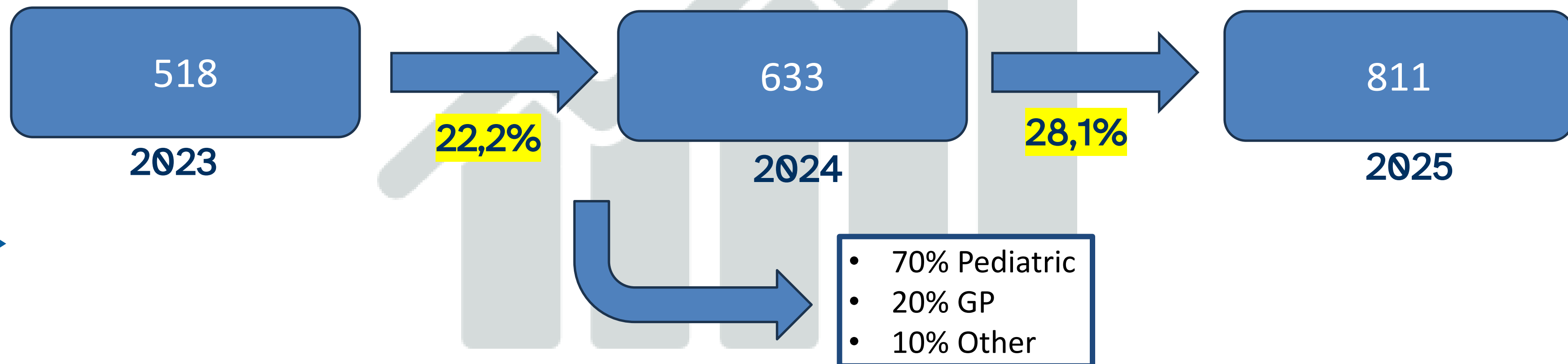
- Market Size total pediatric 387 Bio. Gro -9%.
- Pharos Indonesia pada 2025 Q2 Ranking 3 Nasional. Gro -4%.
- Product Pediatric Pharos masuk ke dalam 11 kategori ATC 4

ATC 4 CLASSIFICATION
J01D1 - ORAL CEPHALOSPORINS
A01B0 - MOUTH ANTIFUNGALS
A04A1 - SEROT ANTAG A-EMET+A-NAUS
D06D1 - TOPICAL ANTIVIRALS
D07A0 - TOP CORTICOSTEROIDS PLAIN
J01F0 - MACROLIDES & SIMILAR TYPE
J05B3 - HERPES ANTIVIRALS
J05B9 - ANTIVIRALS OTHERS
N02B0 - NON-NARCOTIC ANALGESICS
R05D2 - ANTITUSSIVES COMB
R06A0 - ANTIHISTAMINES SYSTEMIC



PERFORMANCE REVIEW

• Overview Customer



Overview Activity

• Event Institutional

ACTIVITY 2023	ACTIVITY 2024	ACTIVITY 2025
PKB IDAI BALI XXVI 2023	SIT IDAI JAYA XIX 2024	IDI CAB LEBAK 2025
PIT-IKA 12TH PADANG 2023	PKB IDAI BANTEN 2024	PKB IDAI MALANG 2025
	PKB IDAI SUMBAR 2024	PERDHAKI MEDAN 2025
	PEGASUS SBY 2024	PEGASUS BDG 2025
	PKB IDAI JOGJAKARTA 2024	PKB IDAI BALI 2025
	PKB IDAI BALI 2024	PIT-IKA 13TH MALANG 2025
	KONIKA XIX 2024	PKB IDAI KALSEL 2025
	IDI CAB CIANJUR 2024	APT GATHERING BALI 2025

• Other Activity

- Product Presentation (PP)
- Round Table Discussion (RTD)
- Customer Relationship Management (CRM)
- Joint Visit & Entertaint KOL
- National Training Product online & offline
- Roadshow with association
- Scientific Summit





THANK
YOU

