



# EVA SUSANTI INDRIANA

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## PROFILE

I'm an Senior Sales Marketing with 15+ years of experience specializing in pharmaceutical sales and key account management within the Indonesian healthcare market. Highly skilled in business development, building strong networks with hospital procurement teams, and managing tender processes. Proven ability to secure new accounts, manage key customers, and consistently achieve aggressive sales targets. Eager to leverage this expertise to accelerate growth for a leading medical device company

## PERSONAL DETAIL

Place & Date of Birth : Malang , 21-04-1981  
Nationality : Indonesian  
Language : Indonesia ( Native ) , English (Fluent) , deutsche ( Basic )

## EDUCATION

**Bachelor of Biochemical Engineering** - 2000 - 2004  
**Pharmacy Academy of Surabaya** - 1997 - 2000

## SKILL

- Key Account Management (KAM)
- Negotiation Skills (B2B & Tender)
- Direct Sales Strategy & Execution
- Market & Competitor Analysis
- Business Development & Prospecting
- Healthcare Network & Relationship Building
- Delivering presentations and product demonstrations to doctors, professors and teaching hospitals throughout Indonesia

## ACHIEVEMENTS

- Led the adoption of BV Rapid Blue as the official diagnostic guideline for POGI, PERDOSKI, and PAMKI.
- Pioneered the national market for BV Rapid Blue and secured STD prevention tenders with POGI & the Ministry of Health (P2PM).
- Managed BV Rapid Blue research collaboration with FKUI/RSCM, leading to publication in the BMC Women's Health journal (Feb 2025).
- Led AstraZeneca's '2018 Succeed Project ENDOMETRIOSIS', securing partnerships with top Ob-Gyn KOLs from FKUI/RSCM.
- Achieved consistent 15% quarterly sales growth at Bristol Myers Squibb through strategic sales execution.

## EXPERIENCE

### **Mingwood Biotechnology Beijing, Ltd** - (February 2024 - October 2025)

#### **Head of Marketing Indonesia** (Nov 2024 - October 2025)

- Led strategic advocacy and presentation processes to POGI, PERDOSKI, and PAMKI to drive product adoption into national diagnostic guidelines.
- Supporting Marketing and closing product in Indonesia
- Collaborating with distributor IVD
- Lead Marketing and Sales in Indonesia

#### **Head of Indonesian Product Development Business** (Mar 2024 - Oct 2024)

- Served as the primary liaison and managed the operations of the collaborative research project with the University of Indonesia's Faculty of Medicine (FKUI) & RSCM.
- Directed the national marketing strategy, product positioning, and key opinion leader (KOL) engagement.

#### **Marketing Manager Support Product Indonesia** (Jan 2024 - Mar 2024)

- Supported foundational marketing activities and product-closing processes in the Indonesian market.
- Established and managed relationships with key In-Vitro Diagnostic (IVD) distributors.

### **AstraZeneca Indonesia** - ( 2010 - December 2023 )

#### **Senior Medical Representative Retail** (2018 - 2023)

- Managed and developed relationships with over 150 retail pharmacies and B2B healthcare providers to promote AstraZeneca's products and increase retail market share.
- Ensured the successful implementation of the "Growth Through Innovation and Expansion" strategy by incorporating diverse e-commerce platforms and establishing strategic partnership opportunities.
- Contributed to improving brand performance by establishing an integrated strategy for the virtual communication team in 2019.

#### **Senior Medical Representative Oncology** (2017 - 2018)

- Marketed oncology products to healthcare professionals, fostering relationships, delivering product presentations, and staying informed of market trends.
- Organized and conducted oncology product awareness seminars and workshops to improve product knowledge and boost sales.
- Responsible for the listing process of the new diabetes product 'Forxiga' in over 400 hospitals across Indonesia.

#### **Senior MR CVRM (Forxiga)AstraZeneca** (2016-2017)

- Responsible for the listing process of the new diabetes product 'Forxiga' in over 400 hospitals across Indonesia.

#### **Senior Medical Representative GI (Nexium)** (2010 - 2015)

- Promoted the gastrointestinal product 'Nexium' to healthcare professionals, including gastroenterologists, general practitioners, and pharmacists across Indonesia.

### **Bristol Myers Squibb** - ( 2006 - 2008 )

#### **Medical Representative**

- Established and maintained relationships with a network of over 200 healthcare professionals, including doctors, nurses, and pharmacists, to promote Bristol-Myers Squibb's pharmaceutical products.
- Consistently exceeded sales targets by 15% each quarter through the effective presentation of products and the execution of innovative sales strategies.
- Worked collaboratively with the sales team to share best practices and contribute towards team targets.