

The GSK logo is displayed in white, bold, sans-serif capital letters on an orange background. The 'G' is stylized with a small gap between the top and bottom loops. The 'S' and 'K' are also in a clean, modern font.

Career Stories

We sat down with David Lobriza to discuss his GSK career journey from Sales to Trelegy Associate Brand Manager (ABM).



Tell us a bit about yourself?

My name is David Lobriza and I've been with GSK for just over 5 years.

I started my journey with GSK straight out of university in 2018 as a primary care sales representative in the Mornington Peninsula and surrounds. Since then, I've worked on multiple products, across multiple territories, and across different disease states. During this time, I've met many people internally and externally to GSK, who have ultimately played key parts in my career journey to date. Now, I'm working as an Associate Brand Manager in the Respiratory Business Unit. In my spare time you'll find me training Brazilian Jiu Jitsu, going fishing or making coffees (I thoroughly enjoy making them as much as I love drinking them).

What has your time at GSK been like?

My time at GSK has been exciting, constructive, motivating and rewarding. As a sales representative I enjoyed being out on the road and working from an office “with a view”. It was exciting building new relationships everyday with different individuals, “driving my business” aligned to company objectives and working closely with a tight-knit team striving toward the same goal.

In a customer facing role, I’m grateful for the skills I’ve learned whilst interacting with healthcare professionals and people across the business. I’m also grateful for the opportunity to grow and learn from others and have felt supported at every level. The most warming and rewarding element about working at GSK (regardless of the role) is that there are patients behind our medicine, and what we’re doing on a day-to-day basis is life-changing for many. For me, GSK has epitomised strong culture, dynamic, and houses an environment that encourages growth and performance across all levels.

Why did you decide on a career in Sales at GSK?

I have three reasons.

Firstly, GSK has an ongoing mission to provide life-changing and life-saving medicines to patients globally. The sales force plays a crucial role in delivering this mission and joining it was my way of taking part.

Secondly, when I was nearing the end of my university degree, I really wanted my sequential career to be in something that was exciting, stretched me, and each day I'd be seeing different people in different locations. A career in sales at GSK ticked all those boxes.

The third reason is that my dad was in sales early in his career as well. I liked the way he showed up for our family, always had a can-do attitude, and how he was constantly trying to grow through his work. He built a strong career in sales and commercial spaces at a global level and that inspires me to do the same.

How did you make the
move from sales to
Trelegy Associate Brand
Manager?



The first thing was being clear on my career ambition, strengths, and areas of development, and sharing it with others. GSK is exceptional at developing and helping others grow. By sharing these things with the right people, they have been able to mentor, coach and guide me in the right direction towards achieving my goals. I acknowledged that the accountability was on me and took full ownership to drive my own development.

“In any role that you do, do it well and then do it better so you’re doing it the best” was a great piece of advice I was given early in my career. Whatever role you’re in, deliver and perform in that role to the best of your ability because that showcases the kind of mindset you have which can be carried across into something else, and help others think this way too. Having a “can-do” mindset and always putting your best foot forward sends a message that you have the right attitude for anything you take on.

The last piece is having a plan! Not that it always goes accordingly but I mapped out how I planned on getting to where I wanted to go, when how and why. In my experience, things seldom go to plan, so I’ve been equally clear on how I pivot, close the gap, and bounce back. Seeking feedback played a huge role in this. Importantly, I had a strong “why” behind my ambition which has helped keep me accountable and always striving in the right direction.

What have been your favourite things about working at GSK?

My favourite things working at GSK are the culture, dynamic, and opportunity for growth.

In summary, the people. We're all flying the same flag and we're all working towards the same mission which has created the strong culture housed in GSK. Some key highlights have been participating in the 2022 Larapinta Challenge fundraiser with 5 other GSK members in the Northern Territory, going on the 2021 GOLD Strive trip award and seeing the Uluru and riding a camel for the first time, and most recently going to South Korea on the 2022 Diamond Club Award Trip and meeting colleagues from the broader GCI region.



Any advice for someone interested in exploring a sales role at GSK?

Do it! If you want a rewarding career where you have an impact on patients' lives through medicine, whilst working in an environment that harbours growth and performance. A sales role at GSK is a great fit. I'm always happy to connect, share and support. Reach out!

Search Jobs and Apply at GSK Careers

Careers | GSK AU