



Gardiya Manawaduge Eran Merl De Silva

Head of Sales & Marketing

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📍 42/1, Mahalwarawa, Pannipitiya, Srilanka

📅 06 Jun 1974

🏳️ Srilankan

👤 N6638681

💍 Married

🚗 B3050035

👤 Male

Profile

Performance-oriented Sales Leader offering exceptional record of achievement over 20 year career. Tenacious manager with strategic and analytical approach to solving problems, bringing in customers and accomplishing profit targets. Talented in identifying and capitalizing on emerging market trends and revenue opportunities.

Professional Experience

2018 – present
Colombo, Srilanka

Head of Sales & Marketing

Talent Technologies Services (pvt) Ltd (Hospitality Industry) Imports and Manufacturing Company of hygiene chemicals & Personal Care for hotels, hospitals & commercial Laundry's

- Sales & Marketing Management - Effective management of large regions with a dynamic and motivated team.
- Distributor Management - Selection, negotiation and development of lucrative Distribution partnerships.
- Special Products & Brand Launches - Designing award-winning go to Market strategies & trade plans for Sri Lankan Market.
- Operations Management - Enhances supply chain, channel development and Marketing best practice.
- People Management - Strong and decisive leadership of multi-cultural and cross-functional teams.
- Strategic Planning - Devises & manages implementation of annual operating Plan & sales strategy.
- P&L Management - Sets and enforces strict budget controls to ensure Effective cost containment.
- Business Turnarounds - Visionary leadership and skilled resource allocation to turnaround business.
- Marketing Management - Managing innovative, successful trade marketing & Trade integration projects.
- Relationship Management - Develops and manages strategic alliances to maximize sales opportunities.
- Plan out distribution Network Island wide. Plan out company Sales & Marketing budgets. Feasibility study reports on new products and implementation of and agreed sales & marketing proposals, evaluating the same, training and recruitment of sales staff.
- Conducting in house and on the job training programs and driving the Company towards the set objectives, Special developments and follow up in corporate sector and institutions in private sector and government sectors well.
- Basic credit principles, Type of creditors, Types of credit offers, Credit Controls & Monitoring techniques, Credit Evaluation, Categorizations and recoveries.
- Worked in accordance with company values to achieve future goals.

2016 – 2018
Colombo, Srilanka

Sales Manager

Bio Nutri International (pvt) Ltd (Hospitality Industry) Imports and Manufacturing Company of hygiene chemicals & Personal Care for hotels, hospitals & commercial Laundry's

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- Strategic Planning - Devises & manages implementation of annual operating plan & sales strategy.
- P&L Management - Sets and enforces strict budget controls to ensure effective cost containment.
- Business Turnarounds - Visionary leadership and skilled resource allocation to turnaround business.
- Marketing Management - Managing innovative, successful trade marketing & trade integration projects.
- Relationship Management - Develops and manages strategic alliances to maximize sales opportunities.

2012 – 2016

Abha, Kamishmusayath,
Riyadh (KSA)

Sales Manager (Depot Manager) -

Al-Rabie Saudi Foods co.ltd (Food & Beverage)

- Regional Management - Effective management of large regions with a dynamic and motivated team.
- Distributor Management - Selection, negotiation and development of lucrative distribution partnerships.
- Global Brand Launches - Designing award-winning go to Market strategies & trade plans for MENA.
- Operations Management - Enhances supply chain, channel development and marketing best practice.
- People Management - Strong and decisive leadership of multi-cultural and cross-functional teams.
- Strategic Planning - Devises & manages implementation of annual operating plan & sales strategy.
- P&L Management - Sets and enforces strict budget controls to ensure effective cost containment.
- Business Turnarounds - Visionary leadership and skilled resource allocation to turnaround business.
- Marketing Management - Managing innovative, successful trade marketing & trade integration projects.
- Relationship Management - Develops and manages strategic alliances to maximize sales opportunities.

2009 – 2012

Colombo, Srilanka

Sales Manager

Premier Water Marketing (Pvt) Ltd. (Food & Beverage)

2006 – 2009

Colombo, Sri Lanka

Sales Manager

YO YO Marketing (Pvt) Ltd. (Food & Beverage)

2004 – 2006

Colombo, Srilanka

Assistant Manager

Asian Electronics (Pvt) Ltd. (Office Equipments & Home Appliances)

2001 – 2004

Dubai, U.A.E

Assistant Manager

Frico International PLC in Dubai (Freight Forwarding & Cargo Collections)

1998 – 2000

Colombo, Srilanka

Senior Marketing Executive

Brown & Company Ltd. (Office Equipment's & Home Appliances)

1994 – 1998

Ampara, Srilanka

Sales Representative

Edna Chocolate (pvt)Ltd (Confectionery)

Covered Area As Sales Rep Eastern Province

1991 – 1993

Ampara, Srilanka

Trainee Sales Rep (Milk Food)

Lanka Milk Foods (CWE) Ltd

Skills

Fast Learner	● ● ● ● ●	Flexibility and Adaptability	● ● ● ● ●
Self Motivation Interpersonal Skills	● ● ● ● ●	Problem Solving/Communicating Leadership and Teamwork	● ● ● ● ●
Decision Making Critical thinking	● ● ● ● ●	Leadership Abilities to multitask Customer Service	● ● ● ● ●
Effective Time Managements	● ● ● ● ●	Ability to work under Pressure Ability to Work in a Team	● ● ● ● ●

Education

1987 – 1989	G.C.E. (O/L) Examination
Ampara, Srilanka	<i>Am/Gamini Maha Viddiyala</i>

Courses

2016 – 2017	Executive Diploma in Leadership Management
Colombo, Srilanka	<i>Colombo School of Business Management</i>
2004 – 2005	Diploma in Business Management
Colombo, Srilanka	<i>London Business & English IT Training Institute</i>
1998 – 1999	Diploma in Advance English
Colombo, Srilanka	<i>London Business & English IT Training Institute.</i>

Awards

Best performer of the 01st, 02nd& 03rd QTR 1999
Brown & Company Ltd.

Best Area Manager 2009
Premier Water Marketing (Pvt) Ltd.

Languages

English ♦ Arabic ♦ Tamil ♦ Hindi ♦ Malayalam

References

Mrs. Tanita Tharusha, *Managing Director*, Talent Technology Services (Pvt) Ltd
talenttechnology47@gmail.com, 0094703650851

Mr. A.S.A.Fernando, *Director/CEO*, Harvest Ceylon Food Solution (Pvt) Ltd
antonfernando2012@gmail.com, 0094777416000