



PROFESSIONAL OBJECTIVE

*"Persistently striving to become a top-notch business professional.
Aspiring to be part of a business team that creates a setting to wholly employ
my creative potential, technical expertise, and transferable skills
to create significant value to stakeholders and the organization."*

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CAREER SNAPSHOT: *Creative, people-centric, and results-driven 'Sales & Marketing Professional' with over 20 years of experience in **Business Development, Marketing, Strategic Management** and 'Personal Leadership' Training within FMCG, F&B, Pharmaceutical, Container Shipping Port and Management Consultancy industries. Proven leadership demonstrated in significant value creation in strategic business development, multi-channel management, integrated marketing-comm activities, reengineering business processes, including FMCG global procurement and supply chain management.*

WORK EXPERIENCE

CSP Abu Dhabi Terminal, Khalifa Port. Abu Dhabi, UAE.

A joint venture of Abu Dhabi Ports & COSCO SHIPPING Ports with largest Container Freight Station [CFS].

LEAD – MARKETING & CORPORATE COMMUNICATION

From - Sep 2019

- As a lead, managed overall marketing and corporate communication of the company.
- Prepared CEO, DCEO level communication, reports, messages, interview content & social media posts.
- Played a key role in selecting suppliers, developing concepts and completing new office building branding.
- Prepared press-releases to be published through Abu Dhabi Ports.
- Prepared magazine articles on terminal's milestones for The Maritime Standard [TMS].
- Liaised closed with Abu Dhabi Port and Cosco Shipping Ports HQ - media & marketing teams.
- Worked with KIZAD & designing house for creating CSPADT & KIZAD exhibition stall in CIIE, China.
- Engaged in computer graphic designing of variety of marcomm material: e-cards, video brochures, adverts, event banners, collaterals, corporate social media visuals.
- Conceptualized key stakeholder souvenirs and compliments.
- Closely liaised with all cross-functional teams & attended corporate management meetings.
- Engaged in terminal & vessel photography; over 50% of MarComm materials were designed with them.
- Reporting to Commercial Director and Deputy CEO.

LEAD – CUSTOMER SERVICE UNIT [CSU]

Mar 2019 - Aug 2019

- Played a key role in setting-up CSU for terminal operation commencement and operational sustainability.
- Responsible for overall customer enquiries, complains, and providing solutions.
- Prepared all types of customer circulars, announcements, leaflets, and brochures.
- Created 'Customer Booklet', customer database, terminal information etc.,
- Coordinated on vessel maiden visits, photography and souvenir presentation to Captains.
- Organized familiarization programs for customers' terminal operation and procedures.
- Negotiated customer credit facility for management approval; initiated appr 1300 trucks' RFID registration.
- Prepared JD for CSU staff and conducted appraisals.
- Closely collaborated with all the teams of Terminal Operation, Technical, HSE, Security & Procurement.

Management Consultancy and Leadership Trainings, Sri Lanka & Dubai.

Apr 2017 – Feb 2019

- Building overseas partnerships, creating industry-wise potential customer database.
- Meeting customers, preparing business proposals and finalizing corporate contracts.
- Engaging in business development and conducting 'Personal Leadership' trainings.
- Creating comprehensive job adverts, candidate screening, interviewing and fixing job positions.

Madenat Al Nokhba Recycling Services LLC, Dubai

Mar 2015 – Feb 2017

This company engages in environmentally responsible management of Waste Electrical & Electronic Equipment [WEEE].

BUSINESS DEVELOPMENT MANAGER

- Consultancy on business planning and channel development.
- Involved initial setting-up of office and warehouse infrastructure.

- Designing of corporate logo, recycling related symbols / icons, and designing marcomm materials
- Staff training & coaching. Engaged in key customer visitations and corporate presentations.
- Report presentation for Board of Directors and Dubai Municipality.

MOKA & CO [Qatari Italian Company], Qatar

Aug 2013 – Jan 2015

A comprehensive leader for coffee solutions - markets a variety of coffee machines and coffee products [beans, pods, capsules, ground, and American filter coffee] with a highly competent technical division.

SALES & MARKETING MANAGER

- Overall responsible for country operation in terms of profitability, new business development, trade marketing and staff management.
- Sales, distribution and assuring quality technical support and coffee machine servicing.
- Managing sales forecast, import planning, logistics, KAM and exclusive tie-up negotiations.
- Monitoring service unit which handles coffee machine servicing and repairing.

SIMDI Company [Pvt] Ltd, Maldives

Jan 2005 – May 2009

A trading enterprise and a premier distributor of brands of world's renowned FMCG products, liquor products, resort-ware, office supplies, medical services, marine and industrial equipment.

SENIOR MANAGER – Head of Consumer Products Division

- Managed the trading division of 'Consumer Products' and achieved sales volume, revenue growth and profitability objectives.
- Reengineered overall business processes and turned-around loss making department within a year to become self-sufficient.
- Developed detailed business plans, annual budgets and forecasts that encompassed with supplier-wise targets, budgets, pricing strategies and brand-wise promotional plans.
- Handled multiple brands/categories by synergizing individual brand strengths to complement each other within the portfolio while assuring each strives for its market dominance, growth and profitability.
- Developed promotional concepts and designed enormous POS & MarComm materials.
- Excelled as the key point of contact with number of multinational firms [Proctor & Gamble, Cadbury, Reckitt Benckiser, Carlsberg Breweries, Holsten-Brauerei AG, National Foods, F&N Group, Perfetti Van Melle, Dilmah, S&P Industries] and managed their distribution partnership for Maldives Islands.
- Augmented top-line performance by 320% and increased gross profit from 7.9% to 26% in 2 years.
- Improved trade recoveries [from 115 days to 48 days] and inventory turn-around time [from 5 to 9.5].
- Managed 48 people included business development, sales, brand, distribution, and admin teams.
- Negotiated and sourced numerous promising global brands [P&G range, Holsten, Cadbury, Boncafé].

BestBuy Maldives [Pvt] Ltd, Maldives

July 2004 - Dec 2004

One of the well-known organizations in the Maldives for trading and distributorship which serves over 75% of the resorts in Maldives Islands. I was chosen by Unilever Sri Lanka for their operation in Maldives.

MANAGER – Sales & Business Development

- Managed the operation for **Unilever**. Handled communication, administration, sales forecasts, import plan, pricing, sales, distribution, sales team management, displays and trade marketing activities.

Lion Brewery [Ceylon] Plc., Sri Lanka

July 1999 - Jun 2004

The blue-chip brewery and the market leader with a share of 86% for premier beer products in Sri Lanka. Brands in the portfolio are Lion Lager, Carlsberg, Carlsberg Special Brew, Lion Stout and Strong Beer.

Territory Manager / Senior Marketing Executive

- Developed, exercised, and controlled strategies in trade and consumer marketing activities.
- Achieved annual sales budget, category profitability, trade coverage and displays.
- Managed key accounts, seasonal events, promotions and sponsorships in general, modern and flagship channels. Also managed distributors as cost centers and monitored P&L and ROI models.
- Managed distributor's operation, logistics, sales, trade coverage, promotions, displays, merchandising, outlets' branding and training of sales force. Maintained 93% share of the market.

GSK – GlaxoSmithKline, Sri Lanka

SENIOR SALES REPRESENTATIVE

May 1996 – June 1999

- Managed sales, distribution, reporting, administration, displays and sales forecasts.
- Increased Horlicks [malted food drink] penetration with 12% [Source LMBR report, June 1998]
- Achieved Sri Lanka's best market for Panadol and Horlicks model displays and merchandising.
- Obtained GSK Excellence Awards for highest top-line performance [quarterly] for three times.

BUSINESS RELATED SKILLS

- Artist; Competent graphic designer [Photoshop and CorelDraw]; Proficient with MS Office.
- Languages: English, Tamil and Sinhala (*Fluent*), Malayalam (*Working proficiency*), Arabic (*Reading*).
- **'Personal Leadership'** training underpins corporate culture, performance & competitive advantage.

TRAININGS ON PERSONAL DEVELOPMENT & PROFESSIONAL GROWTH

Robin Sharma - "EXCEPTIONAL ACHIEVER'S FORMULA: Personal Development & Leadership"

RON KAUFMAN - "Uplifting Service"

2001

OMAR KHAN - "Transformational learning through 'Neuro-linguistic Programming [NLP]'"

2003

EDUCATION

Postgraduate Diploma in Business Administration

2009 - 2012

ASTON BUSINESS SCHOOL, Aston University - *United Kingdom*

I have read full-time Master of Business Administration program from the top 20 'triple accredited' [AMBA, EQUIS & AACSB] European business schools in the UK.

- Taught modules covered: Advanced Topics in Strategy, Strategic Management, Marketing strategy, Operations Management, Business Finance, Business Accounting, Business Economics, Leadership development, and specializing in Advanced Strategy and General Management.

Professional Postgraduate Diploma in Marketing

2006 – 2009

THE CHARTERED INSTITUTE OF MARKETING - *United Kingdom*

A 'Chartered Marketer', MCIM, have successfully completed all required modules including Marketing Strategy, Strategic Marketing Decisions, Managing Marketing Performance and Strategy in Practice [Case Study].

Lean Six Sigma Black Belt – KPMG

2021 – 2022

The most successfully prevalent methodologies to set benchmark on customer delighting quality standards by systematically analyzing business processes, removing defects, eliminating wastes, and reducing variations to optimize resources, maximize flow and improve organizational performance. As an effective change agent, I possess a great understanding of DMAIC philosophies, tools, and methodologies to collaborate and to lead teams in 'Lean Six Sigma' Projects for leveraging firm's sustainable competitive advantage & economic fitness.

Google Certification – The Fundamentals of Digital Marketing

2022

Key areas covered: online goals, understanding target segments, online strategy, key website ingredients, SEO, SEM, search campaigns, social media management, mobile marketing, content marketing, email marketing, display advertising, online videos, web analytics, e-commerce, international marketing online etc.,

Pre-sessional English Programme for Academic & Business Purposes

2009

THE SCHOOL OF LANGUAGES & SOCIAL SCIENCES, Aston University - *United Kingdom*

Followed an 8-week full-time 'General English' course [10 Credits] with the pre-requisite of IELTS qualification.

ACHIEVEMENT & INTERESTS

Voluntary

- Served as the President of Lions Clubs International for Hatton region in Sri Lanka and have organized several humanitarian projects in the region [2003 – 2004].
- Chaired as the General Secretary of the Old Boys' Association [College Alumni] of St. John Bosco's College, organized various projects to rejuvenate the alumni that was dormant over 22 years.

Sports and other activities

- Awarded athletic championships in the college and district level meets in sprinting events.
- Played multiple roles as Athletic Captain, Senior Prefect and Secretary in college activities.

Interests: I involve in business networking, enjoy reading business strategies, autobiographies, and topics in personal leadership. I also enjoy multi-sports, travelling, music, painting, and photography.

DRIVING LICENSE: Possess a valid UAE driving license.