

DASUN LAKSHITHA WELHENA

Supply Chain Management and Logistics Professional

Port/Terminal Operations | NAVIS N4 TOS Specialist | Commercial & Business Analyst

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PROFILE SUMMARY

A Results-driven Supply Chain and Logistics professional with extensive experience in managing end-to-end supply chain operations, warehouse management, Procurement and logistics optimization. Adept at overseeing inbound and outbound shipments, managing inventory accuracy and coordinating with logistics service providers to enhance operational efficiency. Strong analytical and reporting skills, leveraging data-driven insights to optimize supply chain performance, identify cost-saving opportunities, and improve operational transparency. A strategic leader with a problem-solving mindset, committed to driving efficiency, process automation, and customer satisfaction in dynamic logistics environments.

A highly accomplished Port and Terminal Operations Specialist with extensive expertise in container, general cargo, RORO, and break-bulk cargo operations. Proven track record in optimizing terminal efficiency, reducing operational costs by 25%, and increasing throughput by 30% through strategic planning and workforce optimization. Skilled in managing core operational functions, including vessel and yard planning, gate operations, berth scheduling, and labor management, while ensuring regulatory compliance and adherence to terminal operator agreements. Proficient in leveraging digital solutions such as TOS (Navis N4, XPS), ERPs & 3rd party systems integrations to drive data-informed decision-making and operational automation. Demonstrated success in enhancing customer retention by 35% and boosting profitability through strategic commercial agreements and tariff structuring. With strong leadership capabilities, a commitment to safety, and deep expertise in HSSE management and contractor supervision, consistently delivers high-quality service while fostering a culture of operational excellence and continuous improvement.

CORE COMPETENCIES

- Port and Terminal Operation / Management
- Vessel and yard planning, gate operations
- Stevedoring (Container, GC & Breakbulk)
- TOS (Navis N4, XPS) Specialist / Super User
- Shipping, Logistics and Cargo handling
- Project Management
- Business Development
- Commercial and Marketing Strategy
- Digital Marketing & Promotions
- Supply Chain Optimization
- Innovative and Strategic thinker
- Digital Transformation and System Implementation
- Market research and competitor analysis
- Data Analysis, Statistic & Reporting
- Data-driven decision making
- TSA, TOA, SLA contract Management & Compliance
- Stakeholder & Client Relationship Management
- Cross Functional Team Collaboration
- Customer Satisfaction and Retention
- Team Leadership, Training and Development
- HSSE and Regulatory Compliance
- Budgeting and Finance (OPEX, CAPEX)

TECHNICAL SKILLS

- Navis N4, Navis XPS, EC N4, N4 Billing
- MS Office 365, MS SharePoint
- Power BI
- Advance Excel
- ZOHO CRM
- Myosh HSSE Application
- Photoshop CS, Canva, Illustrator
- Server Management and Networking
- Biostar facial recognition system
- SAP
- Gate Automation (OCR / ANPR)
- MS Project, MS Visio, Google Draw
- Microsoft SQL Server
- Video editing and content creation
- Computer Hardware
- Scienet ERP
- Website and Payment portal management
- Data analysis, reporting and management Dashboards

WORK EXPERIENCE

Manager – Key Accounts (port and terminal Solutions) **Dubai Technologies LLC, Dubai, United Arab Emirates.**

Nov 2024 - To date

- Managed account growth and retention through effective client relationship management.
- Coordinated with internal teams, including sales, marketing, product development, and customer support, to ensure a seamless client experience.
- Monitored and tracked the performance of key accounts.
Stayed informed about industry trends, competitor activities, and market conditions.
- Managed the onboarding process for new key accounts, preparing technical and commercial proposals along with costings as per client requirement

General Manager **Ceylonese Rugby and Football Club (CR&FC), Colombo, Sri Lanka.**

Nov 2022 – Nov 2024

- Led strategic initiatives that enhanced club revenue by 35%, introducing innovative sponsorship and membership programs.
- Supervised budget allocation and financial planning, reducing operational expenses by 20% without compromising service quality.
- Integrated technology-driven solutions for event and membership management, elevating operational efficiency by 30%.
- Strengthened adherence to safety, licensing, and employment regulations, ensuring 100% compliance while regularly updating and introducing new policies and procedures
- Conceptualized and executed sales and marketing initiatives, elevating brand visibility by 40%.
- Revamped business operations, implementing ERP solutions that streamlined administrative workflows and cut processing times by 40%.
- Pioneered digital event management solutions, increasing event participation & club's overall footfall by 35%.
- Marketing strategies that boosted club revenue by 25% through increased branding and sponsorship initiatives
- Overlooked and managed all IT infrastructure, Software Solutions & Licenses, and Networking of the club
- Ensured the clubhouse, players' facilities, grounds, and other amenities met the highest standards
- Motivated and led a team of staff at all levels to achieve the club's objectives
- Developed new Standard Operating Procedures (SOPs) and modified existing ones based on industry best practices.
- Assessed the existing club management Scierter System (ERP) and proposed enhancements.

General Manager (Terminal operations) **Motukea International Terminal Ltd, ICTSI South Pacific, Port Moresby, Papua New Guinea.**

Dec 2019 – Mar 2022

- Overlooked 7 Departments including Operations, Admin, Engineering, Procumbent/Inventory, HR, Finance and HSSE
- Orchestrated terminal operations, reducing vessel turnaround time by 25% through process optimization.
- Led technology-driven transformation efforts, implementing systemized processes that improved operational efficiency by 30%.
- Established and enforced cost-control measures, saving \$2.5M annually by optimizing resource allocation.
- Enhanced safety and compliance measures, achieving zero major HSSE incidents throughout tenure.
- Directed port operations, achieving a 15% increase in cargo handling efficiency through structured workflow improvements.
- Strengthened customer engagement initiatives, improving client satisfaction ratings by 30%.
- Contract negotiation, Finalization and Compliance (TSA, SLA and TOA contracts)
- Led operations, strategic vision, and long-term planning, driving year-over-year business growth.
- Identified market trends and implemented TOS integration with stakeholders to drive digitalization and digitization in the international shipping industry.
- Increased productivity by consolidating material planning, data collection, payroll, and accounting into a single system.
- Designed and implemented a modern employee recognition program, boosting productivity and morale.
- Managed budget implementations, employee evaluations, and contract negotiations.
- Relationship building with Local communities, port authority, government, shipping lines and customs.

Terminal Manager and Operations Efficiencies

Dec 2018 – Dec 2019

Motukea International Terminal Ltd, ICTSI South Pacific, Port Moresby, Papua New Guinea.

- Managed stevedoring, Vessel scheduling, Delivery and Receival terminal operations, overseeing five departments.
- Managed multi-departmental operations, aligning logistics and stevedoring activities to enhance port efficiency by 40%.
- Conducted training programs, improving employee competency levels by 70% in key operational areas.
- Part of the TOS implementation Team and Digital transformation of the terminal.
- Developed and implemented operational Standard Operating Procedures (SOPs).
- Led training and development programs for local staff.
- TOA compliance and development of KPI driven operational targets among all departments
- Stakeholder engagement fostering collaborations with industry partners

Business Support Manager (Business Analyst)

Jan 2018 – Dec 2018

International Container Terminal Services Inc (ICTSI), Port Moresby, Papua New Guinea.

- Performed market intelligence analysis, which adjusted strategic pricing models and increased profitability by 22%.
- Created and implemented tariff frameworks, ensuring profitability adherence to concession agreement terms.
- Collected and analyzed international trade volume data.
- Monitored compliance with the Terminal Operator Agreement (TOA).
- Engagement with stakeholders and relationships with government & industry-related entities such as the Port Authority, Customs, Naquia, Shippers' Associations, and the Independent Consumer and Competition Commission (ICCC).

Commercial and Marketing Executive

Mar 2015 – Dec 2017

South Asia Gateway Terminal Ltd, Port of Colombo, Colombo, Sri Lanka.

- Created technical and non-technical marketing presentations, public relations campaigns, articles, and newsletters.
- Developed and implemented marketing programs and business solutions to enhance company exposure, increase customer traffic, and boost sales.
- Designed targeted marketing campaigns leveraging data insights, driving a 20% uplift in lead conversion rates.
- Secured high-value commercial agreements, elevating profitability margins by 18% through strategic negotiations.
- Monitor the TSA and SLA compliances with weekly, monthly and annual reporting to Management.
- Developed new branding strategies and marketing collateral to foster business development and achieve revenue targets.
- Performed rebate simulations to support commercial and operational agreements.
- Supervised the marketing team, promoting continuous improvement, optimizing processes, and reducing costs.
- Designed new branding strategies and marketing collateral to drive business development and achieve revenue targets.
- Disseminating information to statutory bodies (Sri Lanka Ports Authority, SL Customs, and Central Bank) and maintaining strong relationship.

Terminal Operation Controller

Feb 2012 – Mar 2015

South Asia Gateway Terminal (SAGT), Port of Colombo, Sri Lanka.

- Addressed operational issues during terminal operations using Navis N4 (TOS).
- Supervised shifts and managed labor effectively.
- Enhanced operations through consistent effort and dedication.
- Led projects and analyzed data to identify areas for improvement. Identified issues, analyzed information, and implemented solutions.
- Managed container vessel berth planning and ship planning as a reliever planner while performing terminal controller duties using Navis N4 (TOS).

Assistant Operations Manager - Internship Ceyline Agencies (Pvt) Ltd., Colombo, Sri Lanka.

Documentation Executive - Internship Cargoserv (Pvt) Ltd., Colombo, Sri Lanka

ACHIEVEMENTS & PROJECTS

- Led the Scienet Cloud base ERP upgrading and digital transformation initiatives at Ceylonese Rugby and Football Club, including CCTV, automated gates, access control via facial recognition, and a membership mobile application.
- Successfully completed government-funded floodlight project at CR&FC.

- Implemented a new cloud-based ERP system at CR&FC.
- Developed operational Standard Operating Procedures (SOPs) for ICTSI South Pacific Terminals.
- Development of Terminal Tariff in compliance with the TOA for ICTSI South Pacific Terminals.
- Led Navis N4 Training and Development to level up the local talents into industry standards in ICTSI South Pacific Terminals.
- Project lead of Navis N4 3.8 cloud base system upgrade
- Led the Asycuda World and NAVIS N4 integration project in Papua New Guinea, supported by the IT team.
- Introduced CODECO and CSV (EDIs) methods for export container pre-advising in Papua New Guinea.
- Supported the gate automation project from the operations end at South Asia Gateway Terminal in Sri Lanka.
- Negotiation and finalization of 6 x SLA (Service Level Agreements) and 9 x TSA (Terminal Services Agreement) major shipping line calling SAGT, Port of Colombo.
- Developed inventory tracking spreadsheets using Microsoft Excel at SAGT
- Created an all-in-one MS Excel database and analytical tool including dashboards for the commercial marketing department at SAGT, Sri Lanka.
- Developed rebate simulation spreadsheets and management dashboards to support data driven SLAs and TSAs decisions.

EDUCATION

Bachelor of Science: International Transportation Management and Logistics | Jan 2008 - Dec 2012

- Dalian Maritime University - CINEC Maritime Campus, Sri Lanka (GPA: 2.99)

G.C.E. Advanced Level (Bio Science Stream)

- Ananda College, Colombo, Sri Lanka

OTHER QUALIFICATIONS & TRAINING

- Diploma in English Level – 1 from American College of Higher Education
- CIMA Toastmasters – Sri Lanka
- Marketing Intelligence
- HSSE & PFSO Training – Papua New Guinea

AFFILIATIONS

- Served as a member and team leader of the SAGT Quiz Team, winning several awards in CMI, YPF, TOC, and Governor's Trophy Quiz competitions conducted by the International Quiz Association.
- Played as a member of the SAGT Badminton Team, participating in Mercantile and John Keels Group Tournaments.
- Participated as a member of the SAGT Mercantile Cricket Team.
- Captained the Under-Fifteen School Cricket Team at Sri Dharmaloka Central College.
- Played as a member of the Under-Seventeen School Cricket Team at Sri Dharmaloka College.
- Was a member of the school Volleyball Team (1998-2002) at Sri Dharmaloka College and captained the team in 2001 and 2002.
- Was a member of the Under-Nineteen School Volleyball Team at Ananda College. • Actively participated as a member of the “Leo Club” at Ananda College.
- Was an active member of “The Buddhist Association” at Ananda College.
- Served as the Sports Committee Chairman of the CINEC Student Association (CINECSA) in 2009 and 2010.
- Held the position of Chairman of the “Winners Sports Club - Kadawatha” in 2005.

LANGUAGES

- English - Fluent / Professional
- Sinhala - Native
- Hindi - Speaking

PERSONAL INFO

- **Date of Birth** : 17th of October 1986
- **Location** : Dubai, UAE
- **Nationality** : Sri Lankan
- **Gender** : Male