



Lakna Gunasekera

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Profile Summary

Experienced supply chain professional with over 4 years of expertise in demand planning, forecasting, and supplier negotiation. Proficient in warehouse operations cost reduction and optimizing working capital. Demonstrated success in cross-functional collaboration. Seeking a role to drive efficiency and strategic growth in dynamic supply chain environments.

Academic and Professional Qualifications

2022	Master of Science in Business Analytics (Distinction) <i>Informatics Institute of Technology (IIT) – Awarded by the Robert Gordon University, UK</i> <i>Thesis: Comparison of Machine Learning Techniques in Demand Forecasting for Imported Food Items in Retail Industry. A Study on a Supermarket Chain in Sri Lanka</i>
2019	B.Sc. Accounting(Special) – GPA 3.72/4.00 (First Class Honors) <i>University of Sri Jayewardenepura, Faculty of Management Studies& Commerce</i>
2016	Passed finalist <i>Chartered Institute of Management Accountants (CIMA-UK)</i>
2016	Completed Business Level <i>Institute of Chartered Accountants of Sri Lanka (ICASL)</i>
2016	Completed the certification program in IT application <i>Sri Lanka Institute of Information Technology (SLIIT)</i>
2016	Completed Diploma in Marketing and Customer Relationship Management <i>City & Guilds</i>

Employment Snapshot

Jul 2023 – Present	Manager Supply Chain Management, Jaykay Marketing Services (Pvt) Ltd.
Nov 2019 – Jun 2023	Assistant Manager – Demand Planning, Jaykay Marketing Services (Pvt) Ltd.
Aug 2018 – Oct 2019	Group Management Trainee, John Keells Holdings PLC.
Nov 2017 – Jul 2018	Finance Associate, John Keells Holdings PLC.

Achievements

Champions – Mercantile Badminton Championship 2023

Team badminton championship 2023 – women's "D" Division

Nominee – Employee of the year 2022

Only female nominee for the year 2022, recognizing the contribution made to the company for FY 2021/22

Second runner-up – SAFA Quiz and Elocution Competition 2018

Represented Sri Lanka for the SAFA Quiz and Elocution competition held in Nepal and secure second runner-up

National co-champion – SAFA Quiz and Elocution Competition 2018

Institute of Chartered Accountants (ICASL)2018

First runner-up– HSBC Business Case Study Competition 2018

All-island competition and University level champion of HSBC business case study competition 2018 organized by HSBC

Skills

Experience with ERP and BI systems (SAP & PowerBI/ Tableau) | Extensive experience with MS Office Package | Problem solving
Forecasting | Warehouse volume planning | Data analytics | Communication and social skills | Relationship management

Detailed Professional Experience

Manager Supply Chain Management – Jaykay Marketing Services (Pvt) Ltd.

Key Achievements:

- Improved stock availability for dry range (food and non-food categories) by 31% within 3 months, which reduced monthly lost sales by approximately LKR 95mn.
- Reduction of stock holding days below 30 days in the 2nd quarter for 2023/24 FY.

Key Responsibilities:

- Responsible for the management and execution of LKR 8bn inventory for dry categories.
- Reduction of lost sales by maintaining product availability at stores over 99%.
- Leading and mentoring a team of 17 in the Supply Chain demand planning team which contributes over 78% of total company sales.
- Managing inbound and outbound volumes according to the annual plan at the centralized warehouse.
- Key representative for the cross-functional team of dry sales forecast use case. (statistical model development using machine learning)
- Key representative for working capital forum and building strategies to maintain the optimal level of stock holding days.

Assistant Manager Demand Planning – Jaykay Marketing Services (Pvt) Ltd.

Key Achievements:

- Implemented Extended Warehouse Management (EWM) system at one of the key central warehouses to enhance the visibility of stocks to Keells head office, resulting in a significant reduction of wastage by 13%
- Redefined warehouse operational model (including route optimization), which enabled monthly cost-saving of approximately LKR 6mn.

Key Responsibilities:

- Maintained promotional and rolling forecast accuracy over 80%, resulting in an increment in promotion-based sales up to LKR 33 million per month.
- Championed strategical building and optimizing of stock logic and ensured less than 1% refund value from total online sales by acting as the key representative for Keells online operation.
- Developed automated ordering and report generation platform for Direct Import operation.

Group Management Trainee – John Keells Holdings PLC.

Key Achievements:

- Developed a fully automated forecasting model using the Order Management System (OMS), which streamlined the communication of the order placement process between the demand planners and the suppliers.
- Staff restructuring work for the Ice Cream factory at Ceylon Cold Stores which facilitated cost savings of LKR 67mn per annum.

Key Responsibilities:

- Conducted and concluded a feasibility study for international kitchen equipment suppliers for the Cinnamon Life project.
- Development of the blueprint of data extraction automation project for the newly acquired General Service Agent (GSA), Air Asia.
- Improved the scope of the internal audit process by suggesting new dimensions such as the quality of the service provided by the Banquet sales team, portions audit for the F&B team, etc.
- Centralized 4 main categories (food, beverages, engineering, and housekeeping) of purchases at the leisure sector (8 resorts and 3 city hotels) which generated 20% cost savings.
- Generated an average 3% increase in the number of bottles per annum production by performing syrup yield improvement for PET bottle lines at Ceylon Cold Stores PLC.
- Conducted mentoring program for leadership body of BPO units (Rural BPO project) under John Keells Foundation.

Finance Associate – John Keells Holdings PLC.

Key Responsibilities:

- Conducted group-wide training sessions for executives and above levels in the finance division from over 60 companies.
- Acted as the key responsible personnel to prepare notes to financial statements for the quarter and annual financial statements based on SLFRS/ LKAS.

Further Career History and Referees

Available upon request