

## R A PRASANGA SAMPATH SANJEEWA



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### PROFILE

A dynamic professional with more than 11 years progressive experience in business administration, sales and marketing, client relations and financial management. Prior experience in organizational leadership and executive administration lends strong leadership abilities to qualifications. Previously led teams ranging 15 to 20, and support to achieve corporate Business Goals.

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### PROFESSIONAL EXPERIENCE

#### Senior Executive Business Administration - Head Office

**2021 to 2023**

##### Assetline Finance Ltd.

Responsible for analysing the credit facilities and provide necessary approvals /recommendations for credit committee and higher management as per the credit limits. Accountable for overall branch operations by overlooking lease facility administration, Recovery operations, Customer handling and cash management handling operations.

- Branch profile is timely updated by analysing the target segments, competitors, prospective customers etc. in order to prepare the effective monthly marketing plan.
- Ensure to attend & rectify issues in credit/lease facilities and finalize the supplier payment process.
- Attend to customer queries and provide necessary solutions for all segment of customers.
- Monitoring and maintaining the essential registers relevant to business operations as per the company guidelines and policies.
- Monitor cash receipt and payments as per the cash and bank rules and payment guidelines.
- Monitor and ensure the branch is adhere to 5S & AMS standard stipulated as the company guidelines.
- Attending to customer complaints and provide immediate satisfactory solutions
- Responsible for overlooking the branch staff management for smooth functioning of the business operations and provide approval for staff claims ( OT / Leave/ Fuel Reimbursements etc)

#### Zonal Head

**2015 to 2021**

##### Assetline Finance Ltd.

Responsible for overlooking branch operations of 03 branches and develop the regional business operations by identifying and acquiring new customers and up-selling to existing customer bases across the region. Effectively managing and driving the marketing, recovery and business administrations teams to meet the regional targets and maintaining and building strong relationships with high end customers in the region.

***Sales & Marketing***

- Ensure the regional profiles are timely updated identifying the target segments and prospective customers in order to develop strategies.
- Drive the teams to achieve the given sales targets with a proper product mix through appropriate marketing activities such as introducing new packages, brandings, sales propagandas, special campaigns, etc.
- Continues study and submit marketing intelligence to develop overall sales & marketing strategies of the company.
- Ensure proper relationships are developed and maintain with all business channels.

***Recovery***

- Monitoring and effective execution of the recovery action plan for the region.
- Ensure fallen dues are effectively followed up and collected by Head of Branch and the respective marketing officers.
- Ensure regular supervision of cash collecting centre activities.
- Ensure timely submission of recovery reports.

***Customer Service and CSR***

- Ensure the identifying services are timely measured and improvements are effected as per the agreed service level standards.
- Attending to customer complaints and provide immediate satisfactory solutions
- Identify regional CRS projects and implement same with the approval of Head Office.

***Others***

- Carries out duties and responsibilities assigned by higher management of the company.
- Identify the key areas to be developed in the branches/ region and provide appropriate action plans.
- Responsible for coaching, developing and retaining the branch staff.

**Branch In Charge****2011 to 2015****Assetline Finance Ltd**

Responsible for overall branch development with new and innovative strategies in order to achieve the company goals and the targets. Ensure the credits worthy customers are added to the product portfolio and maintain the desired collection efficiency. Further responsible for coaching, develop and retaining the branch staff.

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**PROFESSIONAL QUALIFICATION**

- Completed Foundation Level of Chartered Accountancy at the Institute of Chartered accountancy Sri Lanka in 2008.
- Partly Qualified in Intermediate Level of Chartered Accountancy at the Institute of Chartered accountancy Sri Lanka in 2009.
- Completed Certificate in Manager Development Program at the Postgraduate Institute of Management Alumni Association in 2017.
- Participated the below professional programs conducted by Central Bank of Sri Lanka.

- Credit Evaluation and Legal Aspects.
  - Essentials of Lease Financing
  - Principals and application of credit management for Loans
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### **EDUCATIONAL QUALIFICATION**

- Completed B.Sc (Sp) Banking & Finance Degree at Wayamba University of Sri Lanka in year 2011
  - Passed G.C.E A/L examination with two Very Good passes (A) and one credit pass (C) in year 2005
  - Passed G.C.E O/L examination with six very good passes (A), two good passes (B) and one credit pass (C) in year 2002
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### **EXTRA CURRICULAR ACTIVITIES & ACHIVEMENTS**

- Won the Presidents Scout Award in 2005
  - Participated 2nd SAARF – SAARC Friendship Scout Camp in Maldives, 2003 representing North Western Province.
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### **PERSONAL DETAILS**

Name in full : Rajashilpa Acharige Prasanga Sampath Sanjeewa

Address : No 8/6, Epitamulla Roda, Pitakotte,Kotte, Sri Lanka.

Date of Birth : 9<sup>th</sup> August 1986

School Attended : Central College Kuliypitiya

Marital Status : Married

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### **REFREES**

Referee 01	Referee 02
Mr. Jayan Subuddha	Mr. Sampath Hapuarachchi
Head of Re-insurance	Senior Manager – Regional operations
People’s Insurance PLC	Assetline Finance Limited
Contact No : 077 8667038	Contact No : 077 3544619

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I hereby confirm all the information furnished above is true to the best of my knowledge.

R A P S Sanjeewa