### PERSONAL INFORMATION

**Date of birth :** 01 December 1975

**Age :** 39 Years

**Nationality** **:** Sri Lankan

**Marital status :** Married

**Sex** **:** Male

***Professional Objective***

A Challenging Role in General Management at corporate level, in which acquired expertise, creative talents and commitment to excellence will have valuable application.

***Key Areas of Expertise***

A dynamic individual with over 18 + years of experience and a comprehensive background in Shipping, Logistics and customer service in areas such as:

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| * *Corporate selling*
* *Process streamlining*
 | * *Articulating high end reports*
* *Driving cost efficiencies*
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| * *Driving Sales team*
 | * *Managing different business lines and there operations*
 |
| * *Managing large operations*
 | * *cross selling and sales support*
 |
| * *People management*
* *Implementation of new work mythologies and concepts*
 | * *Staff coaching and development*
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***Professional Experience***

**Head of Sales and Business Development (15 OCT 2014 and up to now)**

Lewis Shipping is a subsidiary of Delmege holdings which established in the year 1850.The Delmege Group today falls within the leading business houses in Sri Lanka. The group is highly diversified and involved in a wide variety of commercial activities in Sri Lanka. Lewis Shipping as a member of WCA family and offer

* **Air & Sea Export/Import forwarding and Consolidation**
* **Handling Project Cargo**
* **Custom House Brokerage**
* **Express Freight – Door to Door Delivery**
* **Multi Country Consolidation**
* **Warehouse and Distribution**

**Key Tasks**

**Trade Lane / Network Management & Procurement (FCL and LCL)**

\* Execute NVOCC Carrier Policy/Strategy, including monitoring and adherence to Carrier Policy;
\* Procure ‘best possible rate’ according to Competence Sharing Agreement with Corporate Ocean Freight; with leading MLO’s , Feeder operators and other suppliers.
\* Maintain and cultivate relationship building with regular carriers and vendors at all level
\* Report to the principals HO about the country level development , execution plan and development on a monthly basis
\* Monitor Inbound/Outbound volume development/trade lane aligned with target setting
\* Actively engage in preparation of product launch , Advertising campaign and update our services to all clients;
\* Support implementation of EDI Interfaces and ocean freight IT applications through Custom systems and integrate with local system

**Steering of the Sales Functions**

\* Execute sales strategy by join visit with Marketing & Sales team to achieve the given targets and also to gain market information;
\* Support Marketing & Sales team to achieve the given target by solving any Pricing Issues;
\* Monitoring and maintaining the agreed GPM with management .
\* Validate and ensure of getting the best pricing proposed by Country Sales and resolve discrepancies with Regional counterparts if any
\* Provide bid support to Regional Tender Management on buying rates, consolidation opportunities, and network constraints.

\* Coordinate with each sales person, Managers, team and entertaining customers on a regular basis to building and improve the current business relationship

**Business Development / Implementation**

\*identify / Analyze the potential business leads and mapping with the best solution.
\* Monitoring the growth trade lane and reporting the business line head to promote our services

\*Continuously lobbing through new aspects of revenue generation and already been acquired a 2nd largest NVOC’s company as an agent,

**Operational Delivery / Processes**

\* Adhering to Country standards & regulations and monitoring, as directed by the Regional H.O and audit team.
\* Provide feedback on procedures and give guidance to efficiently analyze and qualify potential improvement initiatives, driving timely implementation within the organization and monitoring adherence to implemented standards;
\* Support the development of process guidelines and templates \* Support the company cross-functional team and develop company standard
\* Monitor bi Annually performance (sub-contractors, productivity, quality of service, Internal/ External customer survey ) and initiate, implement and control corrective actions;
\* Evaluate and monitor operational risks, ensure contingency planning, and implement corrective actions;
\* Support implementation of EDI / Asicuda system Interfaces
\* Monitor execution of and compliance with LCL route network with CMS ( Singapore) worldwide CFS locations ;
\* Monitor development of payload utilization in stuffing of LCL
\* Monitor compliance with government rules & regulations related to execution of NVOCC Carrier Strategy/Policy;
\* Negotiating volume contract with the main lines to negotiating better pricing for improve the Freight forwarding / brokering business

**EMPLOYMENT HISTORY – DETAIL**

 **HAYLEYS ADVATIST LIMITED**

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| **Company Name** | **HAYLEYS ADVANTIS LTD** |
| **Period** | From 02nd April 2008 to 20th April 2014 |
| **Designation** | Manager |
| **Reporting to** | General manager |
| **Department** | Sales and Marketing Department |

**Corporate Profile**
Hayley’s Advantis Limited – (ADV) is the holding company of the transportation sector of Hayleys Group. Hayleys, a multinational with a portfolio of globally competitive core businesses spanning from Fiber, rubber, Plantations, Agriculture to Transportation, Inland Marketing, Knitted Fabrics ,Tourism and counting over 50 years of expertise in transport and logistics. The Group today controls a truly international network offering comprehensive, integrated end-to-end Logistics Solutions to clients;

As a service provider, Hayleys is completely driven by their partner’s demands and needs. Over the years, Hayleys have built up a reputation for being customer oriented and innovative service provide at all the times.

**Company Profile**

Clarion Shipping (Pvt.) Limited (CSL) is a joint venture between Hayleys Group (60%) in Sri Lanka and Tran’s world Group (40%) in India. All Transportation related business of Hayleys Group is handled under its transportation arm "Hayleys Advantis Ltd' and Clarion Shipping is a subsidiary of Hayleys Advantis Ltd.

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| **Business activities** |
|    » Liner Shipping & NVOCC operations   » Freight Forwarding & Cargo Clearance.   » Chartering, Bunker Brokerage & Port Agency Services   » Parcel tanker services & Tank Container services |

CSL offer a variety of services from Liner shipping to any shipping related activities with a motive of “Shipping Anything Anywhere”.

 Being a leading Non Vessel Operator Container Controllers (NVOCC) operates in Indian region with a service range from Far East, India, Pakistan, Gulf and Commonwealth Independent States (CIS) have a through put of 10,000 TEus a month

**Key Areas of Responsibility**

* Managing the relationship between CSL Sri Lanka and All principals ( Balaji , Shreyas)
* Holding regular discussions to identify key leanings, solve logistics issues;
* Driving the sales team to achieve the set targets given by the principals.
* Review existing procedure to identify potential loop holes and come up with the solutions
* Review the workflow of the team and develop protocols and standardization procedures.
* Communicate effectively with both external and internal calls and pass on information accurately to relevant personnel so that they are dealt in a professional and courteous manner at all times.

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| **Company Name** | **HAYLEYS ADVANTIS LTD** |
| **Period** | From 02nd September 2000 to 01st Aprill 2008 |
| **Designation** | Asst Manager |
| **Reporting to** | Deputy General manager |
| **Department** | Sales and Marketing Department |

Managed the largest and most diversified product portfolio at CSl by offering Liner shipping , NVOC and Freight Brokering.

**Key Areas of Responsibility**

* Act on own initiative to resolve problems, anticipate requirements and select information to be acted upon so that minimizing errors.
* Provide a proactive personal assistant support service by researching subject matters, identifying and retrieving relevant information and chasing up outstanding matters. Operate administrative processes on behalf of Deputy General Manager.
* Building synergies with key business partners
* Visiting Customers / vendors to manage the relationship
* Operational streamlining and efficiency enhancing
* Managing the cost center with cost efficiencies

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| **Company Name** | **Logistics international- Subsidiary of HAYLEYS LTD**  |
| **Period** | From 02nd September 2000 to 01st Aprill 2008 |
| **Designation** | Executive |
| **Reporting to** | Deputy General manager |
| **Department** | Sales and Marketing Department |

Logistics International Limited, established in the year 1996 as a subsidiary of Hayleys to cater to its own in house clients. The main services which includes in the repair and storage of marine containers for international shipping lines and container Lessors.

**Key Areas of Responsibility**

1. Worked as a IICL 5 qualified surveyor

2. Improve processors; Quality Assurance towards achieving ISO 9001

3. Motivate and drive C.I teams

4. Introduce operational synergies and best practices.

**Significant Achievements**

1. Best Sales person Award (2005-2007)
2. Awarded as the best agent representative for Trans world Logistic Private Limited (TLPL) Shipping in year 2007

***Professional Qualifications***

* MBA (Strategy) – Federation University of Australia – VIC, Australia.
* BBA (Bachelors of Business Administration) – University of NordWood in USA
* Completed BBA in Marketing / Management Degree in year 2009

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| **Course Code** | **Course Description** |
| ECN 401 | Economics of Public Policy |
| MGT 312 | Applied Management |
| MGT 403 | International Management |
| MGT 479 | Current Topics in Management |
| MGT 480 | Strategic Planning |
| TPHL 401 | Philosophy of American Enterprise |
| MKT 241 | Marketing Cases |
| MKT 450 | E-commerce and Value Chain Integration |
| FIN 301 | Financial Management |
| MKT 404 | International Marketing |

* ABE (Advance Diploma ) – (Institute of ABE – UK)

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| **Subject** | **Grade** | **Subject** | **Grade** |
| Corporate Strategy & Planning | Credit | Strategic HRM for Business Organization | Pass |
| International Business Case Study | Credit | Strategic Marketing Management | Pass |
| Managing in Organizations | Distinction |  |  |

* **The Institute London Business School – Diploma Level**

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| **Subject** | **Grade** | **Subject** | **Grade** |
| Taxation | Distinction | Cost Accounting | Merit |
| Accountancy | Merit | Auditing | Credit |

***Academic Qualifications***

***General Certificate of Education (Ordinary Level) December 1991***

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| --- | --- | --- | --- |
| **Subject** | **Grade** | **Subject** | **Grade** |
| Buddhism | Distinction | Sinhala Language | Distinction |
| English Language | Credit | Science | Credit |
| Mathematics | Distinction | History & Social Studies | Distinction |
| Dancing Sinhala | Distinction | Commerce & Accounts | Distinction |

***General Certificate of Education (Advance Level) December 1995***

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| --- | --- |
| **Subject** | **Grade** |
| Physics | Ordinary Pass |
| Chemistry | Ordinary Pass |
| BotanyZoology | Credit PassOrdinary pass |

***Leadership Skills & Activities within school***

* Leader of the School Oriental band
* Athletic Captain – 1997
* College Prefect

**PROFFESSIONAL DEVELOPMENT**

**Hayleys Advantis Limited (From September 1996 to 20th April 2014)**

* Joined as Trainee Executive in September 1996
* Promoted as an Assistant Manager in year 2005
* Promoted as a Manager in year 2008
* Resigned in 2014
* Currently working as Head of Sales Lewis Shipping (Pvt) Ltd.

 **AREAS OF EXPERTISE**

* **Business Administrative ,**
* procurement and capacity management for ocean freight, including service contracts markets (customers, competitors, suppliers, overall environment)
* **Communication** supplier management, NVOCC operations and applicable rules
the Country concerned, including knowledge of local suppliers
* **Public Relations**

 **SKILLS & COMPETENCIES**

Good ability to

* lead people, including hiring and retaining talent, directing reports, defining KPI's and monitoring performance work in teams
* organize, including prioritizing, planning, assigning and controlling objectives
 influence and negotiate
* communicate and network using advanced inter-personal skills
 analyze and conceptualize
* plan strategically and translate strategy into operational roadmaps, deploying resources efficiently while pushing for results

 

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