**RESUME**

* Possess knowledge in the **FMCG** and **Consumer Durable Trade**.(Hardware)
* Work experience over **12 years in the FMCG sector** and **over 15years in the Consumer Durable Sector.**
* Over 26 years of work experience at the Management Level.

**PROFESSIONAL QUALIFICATIONS**

* Post Graduate Diploma In Marketing (SL), MSLIM
* Attended many seminars/workshops including programme on Advanced Data Analysis for Marketing Decisions conducted by Indian Institute of Management, Ahamedabad.

**WORK EXPERIENCE**

* **2015 (Oct)- todate - Administration and Marketing Manager**

Central Homes and Real Estate Company (Pvt) Ltd,

142/C,Negombo Road,

Ja-ela, Sri Lanka

**Responsibilities**

* Analyzing the Marketing Environment.
* Preparation of the Marketing Plan.
* Preparation of the Annual Corporate Sales budget in Volume/Value.
* Developing Marketing Strategies.
* Responsible for marketing the company’s products (lands and houses) with the objective of maximizing market share thereby, achieve corporate Sales Budgets.
* Price negotiations with potential customers.
* Attending to customer inquiries and complaints.
* Planning and preparation of Sales and Advertising Budgets and developing strategies to achieve the Sales and Advertising objectives.
* Planning and execution of Above the Line and Below the Line promotional campaigns in a cost effective manner.
* Evaluation of campaigns conducted.
* Conducting market surveys and identifies customer needs and informs the management to designs and develops houses.
* Planning and preparation of Sales and Advertising Budgets and developing strategies to achieve the Sales and Advertising objectives.
* **2012 – 2015(Oct) - Sales and Marketing Manager**

N.V.C. Industries (Pvt) Ltd,

(Subsidiary of N.Vaitilingam Group)

70,K.CyrilC.PereraMawatha,

Colombo 13

Sri Lanka.

N.Vaitilingam Group opened new division to manufacture and distribute decorative paints under Vpaint brand and I am in charge of the sales and marketing division.

(**Product range includes Undercoats, Decorative Paints, Wood Care and finishes, Ancillary Products and many other brands in the portfolio)**

**Responsibilities**

* Analyzing the Marketing Environment.
* Preparation of the Marketing Plan.
* Preparation of the Annual Corporate Sales budget in Volume/Value
* Preparation of Sales budgets sector basis in Volume and Value, monitoring and analyzing achievements for decision making.
* Developing Marketing Strategies.
* Responsible for marketing the entire company’s product portfolio with the objective of maximization of market share thereby, achieve corporate forecasted Sales Budgets.
* Planning, organizing, monitoring and controlling the entire Sales Force to achieve desired results.
* Planning and preparation of Sales and Advertising Budgets and developing strategies to achieve the Sales and Advertising objectives.
* Planning and execution of Above the Line and Below the Line promotional campaigns in a cost effective manner.
* Evaluation of campaigns conducted.
* Conducting market surveys and identify customer/consumer needs and wants and inform the management to develop brands to meet those identified needs.(New Product Development)
* Management of debt collection activities to ensure the company’s capital is not affected.
* Monitoring market trends and competitor activities and execute effective counter strategies to retain the present market share and for future growth.
* Develop and monitor cost effective distributional channels to maximize width and depth of distribution.
* **2010 - 2012-Marketing Manager**

TinPak (Pvt) Ltd,

(Subsidiary of N.Vaitilingam Group)

70, K.CyrilC.Perera Mawatha,

Colombo 13

Sri Lanka.

**(Product range – Decorated Metal Cans – Food Cans, Tea Caddies, General Cans, Display Boards etc.)**

**Responsibilities**

* Analyzing the Marketing Environment.
* Preparation of the Marketing Plan.
* Preparation of the Annual Corporate Sales budget in Volume/Value
* Preparation of Sales budgets Sales Executive basis in Volume and Value, monitoring and analyzing achievements for decision making.
* Developing Marketing Strategies.
* Responsible for marketing the entire company’s product portfolio with the objective of maximization of market share thereby, achieves corporate forecasted Sales Budgets.
* Planning, organizing, monitoring and controlling the entire Sales Force to achieve desired results.
* Planning and preparation of Sales and Advertising Budgets and developing strategies to achieve the Sales and Advertising objectives.
* Planning and execution of Above the Line and Below the Line promotional campaigns in a cost effective manner.
* Evaluation of campaigns conducted.
* Conducting market surveys and identify customer/consumer needs and wants and inform the management to develop brands to meet those identified needs.(New Product Development)
* Management of debt collection activities to ensure the company’s capital is not affected.
* Monitoring market trends and competitor activities and execute effective counter strategies to retain the present market share and for future growth.
* **2009 - 201001 - Head of Sales and Marketing**

Outreach House (Pvt) Ltd

1067, Pannipitiya Road,

Battaramulla,

Sri Lanka.

(**Product range includes Undercoats, Decorative Paints, Wood Care and finishes, Ancillary Products and many other brands in the portfolio)**

**Responsibilities**

* Analyzing the Marketing Environment.
* Preparation of the Annual Corporate Sales budget in Volume/Value.
* Developing Marketing Strategies.
* Monitoring market trends and competitor activities and execute effective counter strategies to retain the present market share and for future growth.
* Involved in marketing the entire product range through the Sales Force.
* Planning and Execution of Above and Below the Line activities.
* Evaluation of campaigns conducted.
* Planning, organizing, monitoring and controlling the entire Sales Force to achieve desired results.
* **2004 - 2009 - Marketing Manager**

Silicone Coatings (Pvt) Ltd.

“NippolacTowers”

No: 69, Buthgamuwa Road,

Rajagiriya,

Sri Lanka

(**Product range includes Undercoats, Decorative Paints, Wood Care and finishes, Ancillary Products and many other brands in the portfolio)**

**Responsibilities**

* Analyzing the Marketing Environment.
* Preparation of the Marketing Plan.
* Preparation of the Annual Corporate Sales budget in Volume/Value
* Preparation of Sales budgets sector basis in Volume and Value, monitoring and analyzing achievements for decision making.
* Developing Marketing Strategies.
* Responsible for marketing the entire company’s product portfolio with the objective of maximization of market share thereby, achieves corporate forecasted Sales Budgets.
* Planning, organizing, monitoring and controlling the entire Sales Force to achieve desired results.
* Planning and preparation of Sales and Advertising Budgets and developing strategies to achieve the Sales and Advertising objectives.
* Planning and execution of Above the Line and Below the Line promotional campaigns in a cost effective manner.
* Evaluation of campaigns conducted.
* Conducting market surveys and identify customer/consumer needs and wants and inform the management to develop brands to meet those identified needs.(New Product Development)
* Management of debt collection activities to ensure the company’s capital is not affected.
* Monitoring market trends and competitor activities and execute effective counter strategies to retain the present market share and for future growth.
* Develop and monitor cost effective distributional channels to maximize width and depth of distribution.
* **1999 – 2004 -** **Marketing Manager**

**St. Anthony’s Industries Group (Pvt) Ltd**

No: 516, 1st Floor, Sri Sangaraja Mawatha,

Colombo 10,

Sri Lanka.

**(Product range includes PVC Pipes and Fittings, Gutter and Fittings, John Guest Hot Water Pipes and fittings and many other brands in the portfolio)**

**Responsibilities**

* Analyzing the Marketing Environment.
* Preparation of the Marketing Plan.
* Preparation of the Annual Corporate Sales budget in Volume/Value
* Preparation of Sales budgets sector basis in Volume and Value, monitoring and analyzing achievements for decision making.
* Developing Marketing Strategies
* Responsible for marketing the entire company’s product portfolio with the objective of maximization of market share thereby, achievement of corporate forecasted Sales Budgets.
* Planning, organizing, monitoring and controlling the entire Sales Force to achieve desired results.
* Planning and preparation of Sales and Advertising Budgets and developing strategies to achieve the Sales and Advertising objectives.
* Planning and execution of Above the Line and Below the Line promotional campaigns in a cost effective manner.
* Evaluation of campaigns conducted.
* Conducting market surveys and identify customer/consumer needs and wants and inform the management to develop brands to meet those identified needs.(New Product Development)
* Management of debt collection activities to ensure the company’s capital is not affected.
* Monitoring market trends and competitor activities and execute effective counter strategies to retain the present market share and for future growth.
* Develop and monitor cost effective distributional channels to maximize width and depth of distribution.

* **April to December’1999 - Promoted as the Assistant Manager**

(General Trading)

(Subsidiary of E.B. Creasy & Company Ltd)

98, Sri Sangaraja Mawatha,

Colombo 10, Sri Lanka

**(Product range includes Water Pumps, TV’s, Generators and Industrial Tools etc.)**

**Responsibilities**

* Analyzing the Marketing Environment.
* Preparation of the Annual Corporate Sales budget in Volume/Value.
* Developing Marketing Strategies.
* Monitoring market trends and competitor activities and execute effective counter strategies to retain the present market share and for future growth.
* Involved in marketing the entire product range through the Sales Force and the Distributor network.
* Planning and Execution of Above and Below the Line activities.
* Evaluation of campaigns conducted.
* Planning, organizing, monitoring and controlling the entire Sales Force to achieve desired results.
* **1987 – 1999 - Brand Manager**

Darley Butler &Co.Ltd

(Subsidiary of E.B.Creasy and Company Ltd.)

98, Sri Sangaraja Mawatha,

Colombo 10,

Sri Lanka.

**During the 12 years of marketing carrier at Darley Butler and Co.Ltd, I have handled Multinational brands viz.Bic Disposable Razors, Viva and Maltova Malt and chocolate beverages, Cow and Gate Infant Milk Foods and Cereals, DCL Yeast and Darley Margarine. Amongst many local brands, I handled the entire Denta Toothbrush project.**

**Responsibilities**

* Negotiating with Foreign Principals of respective imported brands for prices, ordering of stocks, Establishing LC’s and timely delivery etc.
* Liaising with the Finance Department in working out costing of the respective brands and maintain a healthy bottom line.
* Analyzing the Marketing Environment.
* Liaise with the Marketing Manager in preparation of the Annual Corporate Sales budget in Volume/Value.
* Preparation of Sales budgets sector basis in Volume and Value, monitoring and analyzing achievements for decision making.
* Developing Marketing Strategies for respective brands.
* Monitoring market trends and competitor activities and execute effective counter strategies to retain the present market share and for future growth.
* Liaise with the Marketing Manager in marketing the product range through the Sales Force and the Distributor network.
* Planning and Execution of Above and Below the Line activities.
* Evaluation of campaigns conducted.
* Conducting market surveys and identify customer/consumer needs and wants and inform the management to develop brands to meet those identified needs.(New Product Development)
* **1985 – 1987 -** **Marketing Assistant**

Lanka Milk Foods Ltd.

Welisara,Sri Lanka.

**(Product range includes Full Cream Milk Power, Infant Milk Power and Non Fat Milk Power)**

**Responsibilities**

* Assisted the Brand Manager in maintaining statistics pertaining to Sales Volumes/Values.
* Presentations were done to the management on Sales Achievement against the Forecast, Market Trends Customer Data Base Analysis etc.
* Involved in Product Launches, Trade and Consumer promotions and Advertising campaigns etc.
* **1984 – 1985 -** **Clerk**

Keells Food Products Ltd

Ja-Ela,Ekala,

Sri Lanka.

(Subsidiary of John Keells Holding Ltd)

**(Product Range include all processed Meats)**

* **1983 – 1984 -** **Audit Assistant**

Management Aids

(Subsidiary of Ford Rhodes Thornton & Company.)

* **1980 – 1982 -** **Night Auditor / Cashier**

Jebel Ali Hotel

Dubai

* **1980 - Clerk**

Sarathi Ltd.

(Subsidiary of Lake House Investments)