

PJ (Piyankara Jayadewa)

Leader Sales – Sri Lanka & Maldives, LWT APAC

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Executive Summary

Strategist, servant leader, communicator, and business manager with a proven track record of 15 years in leading multinationals in their respective fields along with well-accomplish multi-disciplinary academic achievements. I have succeeded in many assignments in both B2B and B2C industries such as TELCO, FMCG, Bunkering, Petrochemicals, Chemical and coatings, and luxury fixtures and fittings. During my career span, I have driven my areas of business for those companies to achieve their commercial goals by developing businesses from scratch, product launch and revamps, business process reengineering, retail business restructuring and root-to-market planning, and establishing brand identities in the local markets, developing talents while ensuring consistent achievement of sales goals. At the same time, to stay ahead of the game, have been continuously expanding the breadth and depth of knowledge in disciplines like Business administration, People management, Sales and marketing, Finance, and digital marketing which are imperative in running a contemporary business.

Work Experience

December 2020–December 2021

Leader Sales – Sri Lanka & Maldives, LWT APAC

Grohe & American Standards

LIXIL International PTE LTD, Singapore

Leading two of the world's leading brands, American Standard & Grohe in Sri Lanka & Maldives annual operation plan of \$ 6M with a staff of 2 direct and 15 indirect reporting for both Business-to-business & B2C for strategy, business development, and managing cross-country business partners.

- Business Analysis, strategic development, and tactical execution of new business opportunities and the growth of major projects and business partners.
- Delivering focused sales and marketing campaigns designed to drive sustainable and profitable revenue increase
- Regularly worked with various cross-functional teams in several countries in the APAC region
- Identifying and mapping business strengths and customer needs
- Writing business proposals, and customer forecasts and negotiating with stakeholders
- Researching business opportunities and viable additional income streams for preparing updates on business performance, proposals, and recommendations to senior management.
- Drafting and reviewing contracts
- A fast-paced, hybrid high-growth international environment with regular customer visits
- Applications Used: Zoom, ZOHO CRM, Microsoft 365, MS Excel (Advanced) & One Drive, Google Drive & Google forms, workplace

July 2013–December 2020

Deputy Manager Technical Sales (Protective Coatings) – Sri Lanka

Jotun India Private Limited

Responsible for technical sales and marketing for protective coatings (paints and chemicals) in the Infrastructure, HPI (Oil and gas), & Energy (power) segments with an annual operation plan of \$ 1M with 2 indirect reporting.

- Strategic development and tactical execution of new business opportunities and the growth of major accounts and projects
- Writing business proposals, and customer forecasts and negotiating with stakeholders

- Preparing updates on business performance, proposals, and recommendations to senior management.
- Identifying and mapping business strengths and customer needs
- Worked with many cross-functional teams for specification developments, importations, and project management.
- Drafting and reviewing contracts
- A hybrid environment with regular customer visits
- Applications used: Lotus Notes, Microsoft 365, MS Excel (Advanced), One Drive, SharePoint, Teams

December 2009- June 2013

Executive Sales – Bitumen

Lanka IOC PLC

- Rapidly developed the business to contribute 50% of the company profit by business partner base with an annual turnover of \$ 11B.
- Business-to-business, hybrid working environment
- App used: Lotus Notes, SAP, MS Office, MS Excel (Advanced)

December 2008- December 2009

Executive Sales - Bunkering

Lanka IOC PLC

- Selling bunkers to local and foreign going vessels
- Dealing with vessel owners, charterers, local and foreign bunker brokers
- Working with authorities in customs, port authorities, and other governmental institutes for coordinating for receiving and supplying of bonded cargo (bunkers)
- App used: Lotus Notes, SAP, MS Office, MS Excel (Advanced)

May 2007 – February 2008

Trainee Trade Marketing Executive

British American Tobacco PLC

May 2006 – April 2007

Executive – Customer Service

Dialog Broadband (Pvt) Ltd

Professional Skills

Leadership, Decision making, communication, strategic analysis development & execution, Stakeholder management, KAM, KPI management, Sales forecasting, Operational planning, Business Development, Market mapping, Pipeline management, lead generation, negotiation, closings, intra-organizational coordination, business partner management, Team management, Supply Chain coordination, Market Intelligence, Consultative selling, Strategic thinking, Networking, Negotiation, Drafting and reviewing contracts, Annual budgeting, Top and bottom-line management, Blue ocean strategy, People management, New Product development. Finance, EXIM, Fast learner

Education

January 2022- January 2023

Master of Business Administration

Research – *Use of Life Cycle Cost Analysis as an Industrial Sales Tool*
Högskolan i Gävle, Sweden

December 2010- April 2013

Master of Business Administration in Finance

Gold Medal Winner - Organizational Behavior
University of Colombo, Sri Lanka

October 2002 – October 2007

Bachelor of Science in Business Administration (Special) 2nd Upper

Research – Winning hearts and minds: B2B branding and role of the salesperson
University of Sri Jayewardenepura, Sri Lanka

January 2003 – February 2007	Professional Postgraduate Diploma in Marketing The Chartered Institute of Marketing, United Kingdom
October 2021 – April 2022	Post Graduate Program in Digital Marketing Purdue University, USA
August 2022–August 2022 (Reading)	Diploma in Full Stack Software Development Code Institute - Dublin, Ireland (Credit Rated by the University of West of Scotland)

Certifications

- Certificate - Google Ads Search | June 2022 | Google | 116805770| June 2023
- Certificate - Advanced Google Analytics | Apr 2022 | Google | H2-ycNIJScSrMvR5pWHiXQ | Exp Apr 2025
- Google Analytics Individual Qualification - Advanced Google Analytics concepts | Apr 2022 | 108170980 | Exp Apr 2023
- Certificate - Google Analytics for Beginners | Google Analytics Academy | Nov 2021| X4gfcxmSeaDPo5TngFRrA | Exp Nov 2024
- Proof of Attendance - Design Thinking for Digital Transformation | Mar 2022 | Simplilearn
- Proof of Attendance - Debunking SEO Myths: Growth Hacks for SEO Success in 2022 | Feb 2022 | Simplilearn
- Certificate - Competent Communicator I | May 2012 | Toastmasters International

Interests/Additional Information

- Visiting Lecturer - Skills Development, B.Sc. FIN |University of Sri Jayewardenepura, May- Nov 2012
- Lecturer - International Business – L III HRM –L II, Applications of Economics in Business - L I, Association of Business Associates, UK, LBS, Jan 2010 – Jun 2010
- Lecturer - Economics –Stage I CMA & ICASL, Jayasekara Management Centre, Feb 2008 - Oct 2009
- Family time, Travel, Meeting People & Networking, Continuous Learning & sharing knowledge, Sports, Reading, public speaking & presentations
- Excellent communication skills (both verbal and written English)