

DANUSHKA GERADE JAYASINGHE

MBA (Wales)

Graduate Diploma in Marketing (SLIM)

DHL First Choice (SIX Sigma) (Master Bronze)

Quality Auditor (ISO 9001:2008)

**13 Years Of Experience In Business Development, Logistics And
Supply Chain Management
(Multinational And Local Business Environments)**



April 2016
39, St. Bridget's Road,
Welisara, Ragama,
Sri Lanka

Dear Sir,

Application for

Please accept the enclosed resume as my application for the subject positions at your institution. I'm applying for this as I believe that I can meet all the essential criteria for the role, and strongly believe that I can make an effective contribution to your company's operation.

I have learned a great deal in my career and education up to date, including, modern supply chain management (3PL/4PL), sales & marketing, International business, Cloud Based Supply Chain Management Platforms, Logistics and IoT, freight forwarding and shipping, warehouse and distributions Operations, investment planning and appraisals, project management, quality and process management with six sigma & ISO, team building & coaching, procurement, vendor management, legal and HR activities; all of which I'm eager to put on to your operations, new projects and your clients.

You will see in my CV that I'm coming with a strong academic background in management & marketing with a MBA from University of Wales. On top of all I believe that I am a challenge loving and accomplished individual with a strong desire to succeed in all what I do and to lead others also to the success. My academic background, leadership skills, presentation skills and people skills along with my natural enthusiasm and optimism have contributed to the success of 13 years in my career in logistics & supply chain management industry in both local and multinational environments.

In closing, I would like to say that I'm very much like to bring my knowledge and experience to your institution and I'm keen to present myself at an interview in order to discuss my application in greater detail.

Thanking You,

Yours Truly,

.....
Danushka G Jayainghe

PERSONAL DATA

Name in full : Danushka Gerade Jayasinghe

Date of Birth : 10th March 1983

Marital Status : Married

Mailing Address : 39, St.Bridget's Road, Welisara, Ragama

Contact Details : + 94 773 783 683 / + 94 11 22 32 714

E Mail : danuj200@gmail.com

School attended : De Mazenod College,Kandana

PROFESSIONAL QUALIFICATIONS

University : University of Wales
Qualification : Master of Business Administration (MBA)

Institute : Sri Lanka Institute of Marketing (SLIM)
Qualification : Graduate Diploma in Marketing

Institute : London Business School
Qualification : Diploma in Marketing

Qualification : Harvard Business Leaders Programme -Completed

Institute : Indian Register of Shipping (IRS)
Qualification : ISO 9001-2000 Internal Quality Auditor

Qualification : DHL Fisrt Choice -Six Sigma Master Bronze
Certificate

SUPPLY CHAIN RELATED OVERSEAS TRAINING PROGRAMMES ATTENDED

- Supply chain resource planning techniques – July 2008 / Singapore
- Logistics Facility designing and process optimization - July 2008 / Singapore
- Supply chain cost modeling and investment planning – March 2009 / Malaysia
- Liquid logistics – November 2006 / Malaysia
- Warehouse Slotting and slotting optimization – August 2010 / India

COMPREHENSIVE LOGISTICS SOLUTIONS DEVELOPED & CASE STUDIES

- Leading local apparel manufacturer – Centralized warehouse for raw materials management and Just In Time (JIT) delivery/distribution plan.
- Leading local apparel manufacturer – Centralized apparel logistics centre to manage as a regional hub for value added activities and pick 'n pack.
- Indian Supply Chain Market – Comprehensive investment model and a high level project plan to establish JKLL services in the Indian logistics market.
- Leading Global Tobacco Company - Primary logistics management and improvements
- Leading Global Dairy & FMCG Company – Finished goods and raw materials warehouse management & Distribution
- Leading Global Lubricants Company – Finished goods warehouse management & Factory line efficiency enhancements
- Leading Global personal care and FMCG company –Back of the factory warehouse management and secondary supply chain management
- Leading local beverage company – Distribution management and development of a Hub & Spoke model.
- Leading Global auto care company – Setting up, designing and managing a regional distribution centre
- Global pharmaceuticals company – Development of a logistics control tower and a 4PL management model.
- Leading local apparel manufacturer – Centralized raw materials management warehouse
- Global Beverage Company – Designing of a storage system and management of the warehouse
- Local consumer Electronics Company – Designing of the warehouse, racking and resource planning

WORK EXPERIENCE

ORGANIZATION

Currently working as the **Head of Business Development –South Asia Cum Global Account Manager South Asia & Part of APAC** at the largest cloud based supply chain management platform provider in the world, GT NEXUS Inc. A member of the world's third largest ERP provider, Infor Inc.

SCOPE OF WORK

Strategically evaluate the current market potential in the South Asian Region, networking and create business opportunities while educating the market on the emerging supply chain trends and develop business for cloud based global supply chain management in Asia Pacific.

The main areas covered under my scope of work.

- Totally responsible for sales, marketing and execution of global strategies for the region.
- Analyse the market and guiding the business development team to identify and build contacts.
- Screening the market and develop targeting and positioning strategies
- Develop workshop agendas and presentations with the business development team and conduct presentations at customer sites in different countries.
- Educate the logistics community in the region on modern supply chain technology and create markets.
- Bring the global proven SCM technology to the region and take part in regional networking events.
- Lead the marketing and branding activities in the region.
- Develop business and financial plans for the region to promote GT Nexus products.
- Closely work with global solution consulting teams to implement projects and run strategy workshops.

PAST WORK EXPERIENCE

ORGANIZATION

Currently working as the **Head of Business Development and Supply chain Solutions**, in one of the most emerging logistics and supply chain companies in Sri Lanka, John Keells Logistics.

SCOPE OF WORK

Strategically evaluate the current market potential for logistics and supply chain related businesses in Sri Lanka as well as in the region and designing workable 3PL/4PL solutions. Develop new solutions and products to fit the market dynamics and to acquire new customers, implement and managing the operation to making sure a smooth flow of operational processes.

The main areas covered under my scope of work.

- Developing supply chain strategies and innovative supply chain solutions for Retail, FMCG, High-Tech, fashion/apparel and life science industries.
- Actively involve in supply chain solution designing and leading the solutions team.
 - Process studies
 - Data collection & data analysis
 - Resource planning
 - Space planning, racking designing and warehouse designing
 - Resource planning
 - Develop cost models and investment appraisals.
- Supply chain Consultancy
- Synergize Freight and shipping verticals with modern 3PL & 4PL
- Heading the logistics procurement function and supplier evaluation procedures.
- Heading the new project implementation team of the company
- Heading the KPI & SOP teams of the company
- Heading the regional expansion vertical of the company.
- Responsible for the entire Business Development & Marketing function of supply chain solutions designing and management vertical of the sector.

- Working and coordinating closely with the operational heads and staff to make sure a smooth flow of operation.
- Overlooking the management of the outsourced logistics activities and vendors
- Management representative and the project head of the ISO quality management function
- Branding and marketing communication activities of the company
- Responsible for developing company marketing plans and annual budgets
- Market intelligence
- Statistical analysis and process mapping

PAST WORK EXPERIENCE

ORGANIZATION

I worked in the capacity of Business Development and supply chain solutions Manager at DHL Global Forwarding Lanka and DHL Supply Chain for more than 3 years.

SCOPE OF WORK

As the business development & solutions team leader my prime responsibility was to develop customized, innovative logistics solutions, implementation and coordinating the operation to make sure a smooth flow of deliverables.

The main areas covered under my scope of work.

Solution Designing

Developing Models and Tools for 3PL proposals and operational management aligned with customer business strategy

Developing workable operational strategies for new 3PL clients including resource modelling, operational costing for various industries.

Hands on experience in,

- DHL Space Model
- DHL Resource Model
- DHL Cost model

Designing processors and developing process flow/operating procedure documents and KPIs.

Carry out detailed process studies along with local / regional solutions team.

Data analysis and developing of supply chain strategies and models

Work hand in hand with Global IT division to set up WMSs
Assist the IT division in setting up third-party data interfaces

Business Development / Marketing

Key Tasks:

- Set objectives and develop business plans / Strategies for the product offerings
- Annual budgeting
- Synergize core services
- Develop innovative products with cross functional divisions.
- Identify and target the prospective accounts.
- Periodical market and competitor analysis
- Set milestones for the Ops team and develop action/implementation plans
- Vendor agreements and other legal procedures
- Supply chain related procurement activities

Relationship Management / Operations

Key Account Management role comes hand in hand with the solution owners due to the in depth understanding of the set processes and KPIs.

Key Tasks:

- Assist the operations team to iron out day to day warehouse management issues.
- Weekly – Monthly KPI analysis and reporting
- Periodical SOP reviews
- Working closely with regional account managers for global accounts.
- Taking part in regional customer events and review meetings
- Making sure that all the country issues are closed within the given deadlines.

CUSTOMER SEGMENTS

During my tenure I got the opportunity to understand and develop solutions across various different industries and products. Below is the portfolio of industry sectors I have worked so far.

- FMCG
- Telecommunication and network roll out
- IT & Technology
- Retails
- Consumer electronics

- Life science & pharmaceuticals
- Fashion & Apparel
- Chemicals & Lubricants
- Industrial & Infrastructure development projects

PAST WORK EXPERIENCE

ORGANIZATION

Worked as the **Assistant Manager Supply Chain Solutions** at Pership Group for nearly 2 years.

SCOPE OF WORK

Headed the solutions designing and marketing division of the company and handled specific products such as apparel warehouse management, garments on hangers and specialized Tea warehousing.

KEY RESPONSIBILITIES

- Process studies and designing
- Client solutions designing
- Process mapping
- Assist the local IT companies to design WMSs
- Managing the implementation team
- Develop guidelines for operations/processes
- Set up KPIs for warehousing and distribution

VARIOUS OTHER POSITIONS HELD SO FAR

Organizations – Hayleys Advantis Group / Logiventures Ltd

Period – 2003 to 2006

Capacity –Executive

Job scope - I was responsible for coordination and operations of logistical products and services in local and foreign markets

Duration – 4 years

Organizations – Aitkens pence Group

Period – 2002 to 2003

Capacity – Trainee Executive

Job scope - I was responsible for marketing and development of logistical products and services in local and foreign markets

Duration – 1 year

ACADEMIC QUALIFICATIONS

Passed G.C.E.(O/L) Examination with 10 Distinctions and a Credit pass

Passed G.C.E. (A/L) Examination in year 2002 in Bio Science stream

EXTRA CURRICULAR ACTIVITIES

Deputy Head Prefect of the college during the year 2001-2002

Completed the Junior Achievement company programme of Young Entrepreneur Sri Lanka (Y.E.S.L) as the president of UNIMAZE Junior Achievement Company

President of the Young Inventors' Society during the period 1998-2000

President of the Young Christian Students' Movement during the period 1999-2002

Key member of the college western band during the period 1997-2002

Member of the college English Choir which placed 3rd at the all island inter school Western Music & Dance competition in the year 1999

Member of the college Quiz Team during the period 2000-2001

NON-RELATED REFEREES

Name – **Ashwani Nath**

Designation - **Global Industry Director Fashion & Lifestyle, Retail**

Company - **Geodis Wilson**

Telephone – **+39 345 924 2930**

ashwani.nath@gmail.com

Name – **Ayda Gwie**

Designation – **Senior Director – Key Accounts**

Company – **DHL SG**

Telephone - **+65 6879 8116**