CURRICULUM VITAE

# THARINDA PREMASIRI

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## KEY ACHIEVEMENTS AND EXPERTISE IN SUMMARY

* Implementation of Predictive Social Network Analytics Solution in Robi Axiata Limited in Bangladesh which can identify potential churners, multi-sim customers, future high value customers, rotational/recurring churners
* Implementation of Advance Campaign Management Solutions to help manage CLM/CVM
* Business and Technical architect of Implementation of CRM solution (Oracle Seibel CRM) & Oracle SOA (Service Oriented Architecture)
* Implementation of Loyalty Strategy & Loyalty program
* Customer Value Management (CVM)
* Implementation of Fiji’s first mobile telecom loyalty campaign (“VodaSTAR”) in Vodafone Fiji Limited using Customer Life Value (CLV). And reducing VodaSTAR customer churn rate from 8.5% to 0.01% within 6 months
* Implementation of company wide Mobile Telecom Business Intelligence Platform/Framework and strategy – Design, Development and Consultation of Company Enterprise Data Warehouse, Data Marts, ETL Process, OLAP, etc.
* Implementation of Sri Lanka’s first and largest (9 Terra Bytes) Data Warehouse in 2002
* Designed, Developed & Implemented the SMS 112 - an emergency service provided to the disabled people in Sri Lanka by Dialog Telekom Limited, which won the International GSM award 2002

Technologies used: C++, Java, Visual Basic & Microsoft SQL 2000

Reference: [www.gsmworld.com/awards/previous.html](http://www.gsmworld.com/awards/previous.html)

* Implementation and management of Customer Registration program and get nearly 650,000 mobile customers registered within 2 months
* Experience in Telco billing solutions – Convergys, Kenen, AMDOCS, Redkee
* Knowledge in eTOM processors
* Experience in real-time charging, billing
* Experience in Telco Data Warehousing, BI frameworks, CRM, CRM Analytics, Loyalty, Churn & Retention, Customer Experience Management (CEM)
* Business analysis and business process innovation skills
* Proven ability to establish and direct successful BI/Customer analytics, Churn/Loyalty management departments, programs and teams and lead them to success
* Excellent leadership, communication, people management skills
* Strategy development and implementation skills
* Ability to lead project teams to success
* Ability to manage multiple projects simultaneously
* Business analysis and business process innovation Skills
* Experience in managing highly complex interdependent projects
* Highly familiar with Mobile Telecom vertical and knowledge in OSS/BSS
* Knowledge in new services such as GSM, 3G, CDMA and WiMAX, PayTV services
* Experience in evaluating OSS/BSS systems and Hardware
* Experience in dealing and negotiating with vendors/partners
* Ability to bridge the gap between technical and non-technical persons. Knowledge in all operational and financial of department administration, including budget management

## PROFESSIONAL EXPERIENCE – 15+ YEARS

* **POSITION : General Manager** – Customer Value Management

(March 2016 to present)

**XL Axiata**

Indonesia

[www.xl.co](http://www.xl.co).id

**RESPONSIBILITIES**

* Customer journey management
* Customer Value Management (CVM)
* CVM analytics
* **POSITION : General Manager** – Customer Analytics &Profiling

(January 2013 to February 2016)

**Robi Axiata**

Bangladesh

[www.robi.com](http://www.robi.com).bd

**RESPONSIBILITIES**

* CRM Business and Technical Architect
* Implementation of Advance Campaign Management Solutions to help manage CLM/CVM
* Implementation of Loyalty Strategy & Loyalty program for Robi Axiata
* Address Robi's customer lifecycle management as domain, focusing on identifying white spots (behavioural insights and high impact opportunity identification) for creating proactive propositions/solutions, aimed towards increasing the market share, increasing ARPU and reducing churn
* Customer Value Management (CVM)
* Predictive analytics
* Proactive creation of lead/opportunity for CLM value proposition, campaigns and solutions through micro level 360 degree analysis
* Consult, integrate, guide and drive region and segment specific CLM development and planning
* Provide campaign-related support (in terms of mirco-segmentation and profiling) and performance data to the Campaign Management, Reward Partner Management and Churn Management teams
* Conduct CLM pre & post execution performance analysis
* Monitor & advise on region/segment-specific CLM performance and take corrective measures
* CLM knowledge management
* CLM competency development
* **POSITION : Lead Consultant –** Business Analytics (June to December 2012)

**n-able (Pvt) Ltd.**

Sri Lanka

[www.n-able.biz](http://www.n-able.biz)

**RESPONSIBILITIES**

* Heading the Business Analytics Vertical
* Managing SAP BusinessObjects, Microsoft Business Intelligence, Oracle Business Intelligence solution implementation
* Consultation on Business Intelligence, Customer Analytics, Customer Lifecycle Management (CLM), Data warehousing
* **POSITION : Senior Manager –** Customer Relationship Management & Business Intelligence (September 2008 to December 2011)

**Vodafone Fiji**

168 Princes Road,

Private Mail Bag,

Tamavua

Suva

Fiji Islands

[www.fodafone.com/fj](http://www.fodafone.com/fj)

**RESPONSIBILITIES**

* Heading the CEM (Customer Experience Management) cross functional team and the project
* Heading the CRM, Loyalty, Churn & Retention, BI (Business Intelligence) & Data Warehousing Division.

* Implementation and management of BI strategy.
* Implementation of Advance Campaign Management Solutions to help manage CLM/CVM
* Implementation of Loyalty strategy and managing loyalty campaigns. Implementation of Fiji’s first mobile telecom loyalty campaign (“VodaSTAR”) in Vodafone Fiji Limited using Customer Life Value (CLV).
* Implementation and management of real-time/near real-time simultaneous revenue stimulation campaigns (automated) for different customer segments.
* Management of customer retention campaigns (automated) for different customer segments.
* Management of CLM (customer lifecycle management) campaigns (automated) for different customer segments.
* Involved in implementation of Convergys DDS (Dynamic Decisioning Solution) which is a real-time campaign management system
* Customer profiling/segmentation – customer analytics
* Implementation of Data Cleansing processors
* Involved in online charging and billing implementations
* Evaluation of BSS systems – Interconnect Billing Systems, Retail Convergence Billing Systems.
* Churn management and strategy thru Data mining practice and tools (Oracle Data Miner).
* Market intelligent analytics
* Overall business analytics – Management Information, Operational Information, Decision Support Information
* Designing and impact analysis of new tariffs plans, tariff simulations
* **POSITION : Unit Manager –** Business Intelligence Strategy & Technology (From November 2001 to August 2008)

**Dialog Axiata PLC**

475, Union Place,

Colombo 00200,

Sri Lanka

[www.dialog.lk](http://www.dialog.lk)

Dialog Axiata PLC (Dialog), a subsidiary of the Axiata Group Malaysia, is the leading mobile telecommunication company in Sri Lanka providing state of the art services to a customer base of over 4 million. The company also provides broadband internet services, satellite TV services, fixed line telecommunications and international telephony services. (URL: [www.dialog.lk](http://www.dialog.lk))

**RESPONSIBILITIES**

* Implementation of company wide Mobile Telecom Business Intelligence Platform/Framework and strategy – Design, Development and Consultation of Company Enterprise Data Warehouse, Data Marts, ETL Process, OLAP, etc.

***\*Sri Lanka’s first and largest (9 Terra Bytes) Data Warehouse – Full implementation***

* Analysis, Specification and Design of new Mobile Telecom Business Processes & Re-engineering of existing Business Processes to strengthen the Organizational Business Intelligence Platform.
* Evaluation and acquisition of BI Solution, Enterprise Telecom OSS (Operational Support Systems) & BSS (Business Support Systems) - Oracle PeopleSoft CRM, Kenen Billing System, SAP R/3
* Strategy, planning, design, development, implementations and operations of Dialogs Charging Systems which encompass CRM, Provisioning, Mediation, Rating, Billing (Postpaid & Prepaid) and Payments catering to GSM, CDMA, Broadband and Satellite TV.
* Technical consultation and advice facilitating corporate use of Mobile Telecom Business Technology.

E.g.: Primary Service – Voice, SMS, GPRS, 3G, Value Added Services, Satellite TV, CDMA, Broadband, WiFi, WiMAX, etc.

* Member of Dialog Telecoms SDP initiative as a member of the group driving the architecture for same
* Involved in eTOM implementation
* Program management, business process re-engineering and change management to facilitate new service roll outs of Dialog. Leading new initiatives from RFP preparations, evaluations, managing vendors, technical commercial and legal negotiations and finally implementing selected solutions
* Development/Acquisition, implementation and maintenance of corporate Management Information Systems/Decision Support Systems;

E.g.: CorVu Balanced Scorecard ([www.corvu.com](http://www.corvu.com))

Statistical System for Customer Satisfaction Survey

Risk Management System

* Involve in Mobile Telecom Customer Relationship Management Solution (Oracle PeopleSoft) and Billing System (Kenen FX) implementation core team.
* Process Restructuring and implementation in terms of CRM.
* Enterprise Data-Mining, Analytical activities related to Mobile Telecommunication industry;

E.g.: Mobile Telecom Customer Churn

Identification of Potential Churn Customers

Customer Usage Pattern Analysis

      Customer Usage Pattern Analysis

      Customer Profiling/Segmentation

      Customer Loyalty schemes

      Tariff Simulation/Best package analysis

* Actively involved in Company Business Plan initiatives
* Software Quality Assurance
* Company Quality Auditing (ISO 9000/TL9000, 5S)

* **POSITION**

**Assistant System Administrator** (From 2 August 2000 to 30 March 2001)

**Network Coordinator** (From 1 August 1998 to 01 August 2000)

24-Hours Computer Lounge,

Faculty of Science, University of Colombo, Sri Lanka

<http://www.cmb.ac.lk/stud-acti/Unions/science/lounge.html>

**RESPONSIBILITIES**

* Overall Administration, Maintenance of LAN, System
* Administration of Computer Lounge users
* **POSITION**

Trainee Programmer (Visual Basic & Clipper) (From 01 February 1998 to 31 May 1998)

Computer Link (Pvt.) Ltd., Sri Lanka

**RESPONSIBILITIES**

* Analyse, Design & Development of Business Software
* Software Quality Assurance

## SKILLS & COMPETENCY

* **SOFTWARE DESIGN & DEVELOPMENT TOOLS**
* Oracle Business Intelligence Enterprise Edition , Oracle Warehouse Builder 10g

Oracle 9i Developer Suite

* **BUSINESS INTELLIGENCE TOOLS**
* **DEVELOPMENT TOOLS**

Oracle 9i/10g Developer Suite

*Oracle Warehouse Builder*

* **ETL TOOLS**

Oracle Data Integrator (ODI)

QUEST – TOAD

Oracle Warehouse Builder 9i/10g

Microsoft Data Transformation Services (MS DTS)

* **OLAP TOOLS**

BusinessObjects

CorVu - CorBusiness

Oracle Discoverer 9i, 10g

* **REPORTING TOOLS**

Oracle Reports 9i

Crystal Reports

* **DATA MINING TOOLS**

IBM - SPSS

Oracle Data Miner

CorVu – CorInsight

* **PROGRAMMING & QUERY LANGUAGES**

VB.NET, C, C++, JAVA, PL/SQL

* **DATABASES**

Oracle 8/9i/10g, Microsoft SQL 2000, Access

* **OPERATING SYSTEMS**

Microsoft Windows 2003, Microsoft Windows XP, Microsoft Windows 2000, Microsoft Windows 2000 Advanced Server. Microsoft Windows NT4, HP-UX 11i

Sound Knowledge in OS/400, UNIX, Linux, Novell Netware

* **WEB SERVERS**

Microsoft IIS, Sound Knowledge in Apache Jakarta-Tomcat

* **SOFTWARE PACKAGES**

Microsoft Office 97/2000/XP/2003, Microsoft Project 2000/2002/2003, Microsoft Visio 2000/2002/2003, Adobe Photoshop, Macromedia Dreamweaver 2004 MX

# ACADEMIC QUALIFICATIONS

* **Master of Science in Information Technology – February 2003 to February 2005**

School of Computing, University of Colombo, Sri Lanka

[www.ucsc.cmb.ac.lk](http://www.ucsc.cmb.ac.lk)

* **Bachelor of Science – September 1998 to September 2001**

Faculty of Science, University of Colombo, Sri Lanka

[www.cmb.ac.lk](http://www.cmb.ac.lk)

## PROFESSIONAL QUALIFICATIONS

* **Charted IT Professional (CITP) Member of British Computer Society (UK)**

Membership #: 010012056

Completed Certificate & Diploma Level Subjects

Diploma Level Subjects;

Database Systems

Networks

Project Management

Professional Issues in Information Systems Practice

[www.bcs.org.uk](http://www1.bcs.org.uk/)

* **Member of IEEE (USA)**

Membership #: 80192267

[www.ieee.org](http://www.ieee.org)

* **Member of IEE (UK)**

Membership #: 80585078

[www.iee.org.uk](http://www.iee.org.uk)

* **ISO Certified Internal Quality Auditor**

(DNV - Det Norske Veritas, Sri Lanka 28 January 2004)

[www.dnv.dk](http://www.dnv.dk)

* **Certificate in Visual Basic Programming**

(National Institute of Business Management, Sri Lanka – 11 May 1999)

[www.nibm.lk](http://www.nibm.lk)

* **Diploma in Computer System Design**

(National Institute of Business Management, Sri Lanka – October 1997 to October 1998)

### CONFERENCES & TRAININGS ATTENDED

* **Comptel User Group Conference in Bangkok 2013 as a speaker**
* **IQPC, 10th Annual Minimizing Churn & Building Customer Profitability, Singapore May 2010 as a Key Speaker**
* **Optimizing Mobile CRM & CEM**

(November 2008, Budapest, Hungary)

* **Oracle Open World Conference in San Francisco, USA**

(Year 2006 and 2007)

* **Trained CorVu PLC in UK for CorVu – 2005**
* **Trained in SAP Business Warehouse in SAP Malaysia in 2007**
* **Trained in Data Mining Techniques and its Applications** (From 10 March 2006 to 14 March 2006)

The-modeling-agency

One Oxford Centre  
301 Grant St, Ste 4300  
Pittsburgh, PA 15219

USA

[www.the-modeling-agency.com](http://www.the-modeling-agency.com)

* **Followed ITIL (Information Technology Infrastructure Library) Foundation Course** (From 05 June 2007 to 08 June 2007)

[www.**itil**.co.uk](http://www.itil.co.uk)

### EXTRA CURRICULAR ACTIVITIES

* Represented Suva, Fiji Cricket team
* Outward Bound Trainer for the Organization (Dialog Telekom Limited)
* Played for the Dialog Axiata Indoor & Outdoor Cricket Teams. Captained the team in years 2004/2005 and 2006/2007.

Runners-up in Mercantile Cricket Tournament (G-Division) in 2005.

* Played for the Dialog Axiata PLC Badminton Team.
* Played for the University Cricket Team & obtained University colours for Cricket.
* Played for the University Elle Team Obtained University Colours for Elle.
* Played for the University Badminton team.
* Member – Student Council, Faculty of Science, University of Colombo, Sri Lanka (2000 -2001)

## PERSONAL

* Born in June 16th 1977, Male, Married, Sri Lankan

Studied at D.S. Senanayake College, Colombo - 7, Sri Lanka

<http://www.dssenanayake.org/>

Languages: Sinhala (Native) & English

#### REFEREES

|  |  |
| --- | --- |
| **Dr. Hans Wijesuriya**  Group CEO  Dialog Axiata PLC  475 Union Place  Colombo 02  Sri Lanka  Mobile: +94 777330033  Email: [hans@dialog.lk](mailto:hans@dialog.lk) | **Pradeep Lal**  CEO & MD  Vodafone Fiji  168 Princess Road  Tamavua, Suva  Fiji Islands  Mobile: +679 9998203  Email: [pradeep.lal@vodafone.com](mailto:pradeep.lal@vodafone.com) |
| **Supun Weerasinghe**  CEO & MD  Robi Axiata (Pvt) Limited  Gulshan 1  Bangladesh    Mobile: +880 1817180077  Email: [supun@robi.com.bd](mailto:supun@robi.com.bd) | **Anthony Rodrigo**  Chief Information Officer  Dialog Axiata PLC  475 Union Place  Colombo 02  Sri Lanka  Mobile: +94 77 3333444  Email: [anthony.rodrigo@dialog.lk](mailto:anthony.rodrigo@dialog.lk) |

I hereby certify that the information given above is accurate to the best of my knowledge.

**Tharinda Premasiri**

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