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Date of birth
08-08-1974

Nationality
Sri Lanka

Religion
Buddhist

Skills

Teamwork

People management

Customer service

Sales operation

Administration

Leadership

Problem-solving

Route to Market

Business operations -
HORECA, MT, CA &
Distributor

Commercial Finance

Process development

Event management

Distribution management

Procurement

Innovation

Project management in new
product development (NPD)

Consignment Agent operation &
Distributor management

Stocks & Warehouse
management

Ruwan Randaka Perera

I am a result oriented dynamic professional specialist in business administration & operation with over 23 years' experience across multinational & non multinational companies. Broad experience in FMCG environment spanning over 18 years in encompassing in depth analytical skills in all departments with modern era selling operations. Thirteen years' experience in Consignment Agent, Modern Trade & HORECA business operation and administration. Five years' experience of HORECA operation in broad knowledge of business transition and sales. Furthermore, have skills & knowledge about understand any process in business operation & process promptly and fine tune to develop. Exceptional at converting challenges into opportunities and performs at optimum level under pressure. Team oriented individual & leader with high standard of values and ability to motivate to work and achieve results. Excellent in people management, business operations, with including business development, revenue growth and manage shareholder profit. Consequently, by referring the skills mentioned in the resume my experience is suitable for the Business Operation/development.

Working Experience

Administration Manager Sales & Regional Sales Manager

W M Mendis & Co Ltd

September 2016 – Present

- Currently doing a dual role in a company as Administration Manager Sales & Regional Sales Manager in Western Province North & South
 - Consistently met regional targets from May 2019 to March 2020 with 3% growth in volume
 - Manage to contribute 20% consistently to national sales out of other 05 regions in volume
 - Develop SOP for sales field team & office staff expenses
 - Manage monthly & annual meeting budgets
 - Arrange all meeting requirements
 - Handled customer complaints with empathy and composure
 - CA performances of P&L & Health Check and distribution management
 - Manage existing customer retention rate
 - Increase sales growth rate based on market demand of the region
 - Analyze market trends and opportunities and them for decision-making purposes
 - Develop team members skill levels with proper training programs and drive them for their carrier development
 - Manage team performances
 - Manage sales administration budget

Food Services Executive (HORECA)

Fonterra Brands Lanka (Pvt) Ltd

November 2011 - August 2016

- Distributor management & logistic
- Route to Market Management
- Commercial Finance/ Credit management
- Business Transitions operation (from outsourced business to company)
- HORECA operation
- Administration operation of Sales
- Sales Management & Marketing Activities

References

Mr. Suneth Abeykoon

Group CEO

Wichy Plantation Company

E-Mail : suneth.abeykoon@gmail.com

Mr. Thilanka Salpitikorala

Associate Director Finance

Fonterra Brands Lanka (Pvt) Ltd

Mobile: +94777285867

E-Mail : thilanka.salpitikorala@fonterra.com

- Project management in product development (NPD)
- Event management (Sri Lankas largest ever chef gathering)
- Manage annual budget & accruals
- Recovering Sri Lankan Catering Account with price revision after 17 years)
- Process management & development
- Distributor operation & management
- Sales operation including DSR operation
- Commercial Finance role – Distributor reimbursements, incentives, budget & accruals and price revision process
- Administration – New/existing customer creations & existing/new product code creations
- Manage the business operation during DCD crisis in company

▪ Invoicing & Customer Service Executive

Fonterra Brands Lanka (Pvt) Ltd

August 1998 - October 2011

- Order processing management was overlooking 345 orders averagely
- Professional in Administration operation of Sales & Invoicing/Order processing
- Credit management of Consignment Agents (79 CAs), Cooperatives, Direct Dealers, Modern Trade and HORECA customers
- Enrolled General Trade, Modern Trade & HORECA business operation
- Logistic & Distribution Management
- Stock management
- Process development
- Distribution management
- Maintain Cost per call and Value per call report
- Fulfil all correspondents of sales field team
- Manage the order processing & distribution operation during Melamine crisis with full all customer operations
- Credit management of Consignment Agents (79 CAs)/Cooperatives/ Direct Dealers and HORECA customers
- Handled customer complaints with empathy and composure
- Answered calls, responded to emails, and spoke with clients
- Proficient with Microsoft applications
- Enrolled as a supervisor in two system changers during 2001 & 2005 – from AS400 to BPCS and to JD Oracle)

Education Qualification

▪ 1) Executive Master of Science (MSc) in Strategic Marketing

Asia e University - Malaysia

▪ 2) Master of Business Administration (MBA)

University of Wales Trinity Saint David – England

Achievements

- Monitor and manage milk powder shortage during less production due to drought at dairy farms of Fonterra Brands New Zealand in 2008 and issue stocks to consignment agents
- Modernized the credit policy of Fonterra Brands Lanka (Pvt) Ltd in 2009
- Developed a process for credit enhancement & exceed approval process
- Implemented a monitoring system of order taking & delivery schedule for MT customers
- Initiate an innovation for time saving of customers one to one and half hours of waiting time and save one set of printing order acknowledgment
- Remodeled consignment agent agreements in 2005 Develop a tracking system to monitor all promotions to discontinue all manual processes to get details of promotions
- Examine & review the credit policy of Fonterra Brands Lanka in 2010 and re-scheduled
- Successfully completed the business transition of Foodservices from outsourced distributor module to Fonterra Brands Lanka business
- Develop standing order procedure (SOP) of the HORECA business
- Managed Foodservices launch event budget of 1.8 million
- Coordinate the Sri Lankas ever largest chef gathering in 2011 with over 425 Chefs
- Coordinate the annual International Chef Day event from 2012 to 2015
- Manage the accrued budget of 1.2 million for the event with fulfil all requirements of transport, food & liquor for 375 chefs from 2012 to 2015
- Recovering the Sri Lankan Catering account after 18 months with the price increase after 17 years
- Manage to cater key customer during DCD crisis in 2013 August to sustain the service level
- Driven the sales team to achieve divisional target during DCD crisis as the only sales division
- Driven sales team to achieve national & all regional targets with increase of 45MT per month to 158MT) GP & EBIT from 2011 to 2015
- Manage the GP20% & EBIT 15% from 2011 to 2015 with proper promotions & price revisions
- Operated divisional budget corresponding to accruals
- Developed a special report to find lost sale in customer, product, and category wise
- Key member of crisis team in Fonterra Brands Lanka
- Health & Safety manager of HORECA team
- Save 1.4 million from the budget amount for year-end stock verification