

# KAMALAHARAN SHANMUGAM

Economist

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## Profile Summary

*Senior Economist and Financial professional who possesses over 11+ years of multifaceted experience from leading Banking & Insurance institutes from the State and private sectors of Sri Lanka. Possesses **Strategic level expertise in Macroeconomic Analysis, Banking & General Insurance, Risk Management, Stakeholder Management, Operational Proficiency, Transactional and Performance Delivery.** An excellent multi-tasker and negotiator whilst ensuring good rapport with all levels of staff, management and other key stakeholders, who could win the trust of all stakeholders to get things done ethically. Possesses a wider **exposure on statistical research using SPSS Statistical Software, on key economic issues especially on international monetary economics.** Advocate in **Governance & Ethics, Digital Marketing Channels, Financial Health & Quality of the business portfolio, whilst ensuring compliance of stakeholder demands. Agile towards new business cultures, performance benchmarks and regulatory directives. Currently seeking for a senior role to serve the betterment of the organization.***

## Transferable Skills & Core Competencies

- **Macroeconomic Analysis & International Monetary Economics:**
  - ✓ Comprehensive understanding of Macroeconomics constraints, international economics & emerging markets.
  - ✓ Extensive Knowledge on Emerging Economic Trends, Employment Issues, Venture Capitals, Investment Consulting, Theories & Applications of same.
  - ✓ Understanding of economic relationships with various variables.
- **International Finance & Derivatives Pricing**
  - ✓ Knowledge of interest rates, taxation, Core Financial Markets and Investment Products.
  - ✓ Risk Management, Compliance and Legal Documentation requirements.
  - ✓ Capable to explain financial information & recommendation to non-financial professionals.
  - ✓ Governance, Ethics and Compliance.
  - ✓ Excellent Multi-tasker – Ability to handle multiple tasks simultaneously & take good decisions.
- **Statistical Research, Mathematical & Research Analysis**
  - ✓ Capable of working with large datasets using SPSS Statistical Software.
  - ✓ Proficient in Excel and graphing software.
- **Human Resources & Change Management –**
  - ✓ Lead and motivate diversified teams to ensure high-performance & exceed expectations in challenging environments.
  - ✓ Negotiation Skills & Stakeholder Relationships.
  - ✓ Adaptable, Collaborative and Fosters Teamwork.
- **General Insurance & Policy Formulation**
  - ✓ Knowledge of Digital Marketing Channels & Client Relationships in Insurance Industry.
  - ✓ Awarded by Fairfirst Insurance Ltd. with the **'Spotlight Award' in appreciation of excellent customer service** to Fonterra Brands Lanka Ltd. and securing this business.
- Excellent communication & inter-personal skills.

## Performed Key Strategic Roles

- **Manager, Broker Account Management, Fairfirst Insurance (Pvt.) Ltd., Sri Lanka** (Dec 2012 - To Date).
- **Insurance Officer, Aviva NDB Insurance PLC, Sri Lanka** (Jun 2011 – Dec 2012).
- **Banking Trainee, Bank of Ceylon, Sri Lanka** (Nov 2010 – May 2011).

## Qualifications

- **Masters in Economics –** University of Colombo, Sri Lanka (June 2022).  
*Preparing Thesis on 'Impact of Foreign Direct Investment on Export Performance in Sri Lanka', as partial fulfillment for my Masters.*
- **Postgraduate Diploma in Economic Development,** University of Colombo (Jan 2019).
- **Executive Diploma in Business & Financial Economics,** University of Colombo (Jan 2018).

## Professional Experience

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### Manager, Broker Account Management, Fairfirst Insurance (Pvt.) Ltd., Sri Lanka, (Dec 2012 – To Date)

*Fairfirst is the amalgamated entity of Union Assurance General and the former Asian Alliance General Insurance. It is backed by Fairfax, one of the largest general insurance groups in the world specializing in insurance, reinsurance, and investment management.*

#### **Key Responsibilities:**

##### **Leadership & Project Management**

- ✓ Managed multiple ongoing projects involving multiple insurance brokers and the national office.
- ✓ Data collection, developed and implemented plans to meet multiple milestones and project deadlines.
- ✓ Provide leadership, supervision and managing a team of five members.
- ✓ Preparing reports for higher management, diverse high-level audiences and also clients.
- ✓ Highlighting to top management the implications of projects and strategies

##### **Insurance Marketing & Business Development**

- ✓ Developed marketing initiatives and leveraged networking referrals to promote business development.
- ✓ Provide innovative and cost-effective solutions to meet challenges posed by a complete revision of the underwriter Price Index data and technical policy.

##### **Risk Management**

- ✓ Identify risk factors and advise clients on a suitable risk management solution.
- ✓ Providing analysis and advice on risk-measurement issues to company policymakers, insurance and financial agents.
- ✓ Evaluated risks, by collecting economic data using advanced methods in statistical analysis to make legislative recommendations to internal executive-level staff, clients, insurable parties & financial officials.
- ✓ Provided cost savings and performance improvements for other projects by analyzing anticipating potential risks and providing technical devised procedures to mitigate risk factors.
- ✓ Interact with members of the industry, financial & banking sectors and the public to foster an understanding of economic and analytical approaches, and also to maintain close coordination with development partners.

##### **Economics & Financial Analysis**

- ✓ Performing economic capital analysis and other financial analysis when required.
- ✓ Modelling & forecasting domestic and international economic indicators.
- ✓ Contributing to the preparation of periodic analyses and reports.
- ✓ Present analyses and economic perspectives to executive management planning meetings and at major industry forums.

##### **Stakeholder Relationship**

- ✓ Instrumental to build synergistic relationship with stakeholders, clients and the financial sector.

#### **Key Achievements**

- ✓ **Awarded the 'Spotlight Award' in appreciation of support & dedication to provide excellent customer service to Fonterra Brands Lanka Ltd. and securing the business with the organization.**
  - ✓ Achieved the given KPIs consistently for the last five consecutive years by over 120% plus.
  - ✓ Acquired new talent with strong intellectual and cross-functional capabilities and curiosity to cultivate innovation.
  - ✓ Defined a new distribution strategy, shifting the focus from traditional distribution channels to modern digital channels.
  - ✓ Identified gaps in skills, capabilities, technology & organizational design and implemented a new Target Operating Model.
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## Professional Experience (Contd.)

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### Insurance Officer, Aviva NDB Insurance PLC, Sri Lanka (June 2011 – Dec 2012):

*Eagle Insurance was transformed into Aviva NDB Insurance which created a milestone in the history of insurance in Sri Lanka. The transformation revitalized the company with the combined strengths of its major shareholders, Aviva and NDB. Presently, this company is known as AIA Insurance after AIA Group acquired Aviva NDB Insurance PLC.*

#### Key Responsibilities:

- ✓ Enhanced financial performance metrics by networking and also created successful and sustainable relationships.
- ✓ Developed an annual department business-plan for maximum profitability and effectiveness.
- ✓ Led banking tasks, business administration and financial decision-making to ensure first-class client services.

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### Banking Trainee, Bank of Ceylon, Sri Lanka (Nov 2010 – May 2011):

*Bank of Ceylon is a state-owned, major commercial bank in Sri Lanka which was founded in 1939.*

#### Key Responsibilities:

- ✓ Liaised between bank branches regarding best practices and operations.
- ✓ Offered every customer exceptional service level by remaining friendly and professional during every transaction
- ✓ Reconciled bank accounts, documented payments and produced invoices via accounting software
- ✓ Assisted bankers with past reports, compliance exceptions and contacting customers about account concerns.

## Certificates & Trainings

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I was a participant of the Ladder Project, which was conducted by Union Assurance PLC, from March 2014 to July 2014. The project covered the following training topics:

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|---------------------------|--|
| ✓ Leadership & Management | ✓ Conflict Management Skills           |
| ✓ Personality Development | ✓ Personal Branding,                   |
| ✓ Communication Skills    | ✓ Health & Fitness                     |
| ✓ Work Management Skills  | ✓ Personal Ethics & Career Development |

## Non-Related Referees

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Details of non-related referees can be given upon request.