



THUSHARA RATHNAYAKE

Sales Manager - Sri Lanka

✉ rthushara.info@gmail.com

☎ +94770160720

📍 Colombo , Sri Lanka

🌐 N/A

✔ LinkedIn -
www.linkedin.com/in/thushara-rathnayake-6b755185

Education

Master of Business Studies

University of Colombo
Jan / 2015 - Mar / 2016
Colombo , Sri Lanka

- General Management
Masters Degree

Post Graduate Diploma in Business Management

University of Colombo
Oct / 2013 - Oct / 2014
Colombo, Sri Lanka.

- General Management Post
Graduate Diploma

Professional Summary

Result driven Senior Sales manager with 25 years intensive experience in Power Tools & Outdoor Power Equipment and proven track record in driving sales growth.

Work Experience

Sales manager - Sri Lanka

Andreas STIHL Pvt Ltd., Pune, India. Jan / 2016 - Ongoing
Colombo , Sri Lanka

- Driven 10 times sales growth in Qty. wise for Sri Lanka Distributor during 2016 & 2017
- Won "Award of Excellence " for exceptional sales growth in 2016 & 2017.
- First time of visiting German Head Office Sales Director to Sri Lanka
- First time Dealer Visit to German & Switzerland Factories
- Successful appointment of new distributor in 2019
- Successful Grand level new distributor launch in 2019
- Maintained the continuous sales growth despite many challenges
- Business growth in Agriculture & Plantation Equipment

Brand Manager - Hitachi Power Tools

Central Industries PLC Dec / 2009 - Dec / 2015
Colombo , Sri Lanka

- Started Hitachi Power Tools Division and new distributorship with the company.
- Successful product launch in 2010 with the participation of managing director of Hitachi Koki India & Chairman and Directors of Central Industries PLC, Top Dealers & Corporate Customers and Key Media
- Managed business growth and expanded Power tools & Accessories ranges.
- Overlooked Sales Team & Service team

Education

Diploma in Digital Marketing

Sri Lanka Institute of Marketing (SLIM)
Apr / 2022 - Feb / 2023
Colombo , Sri Lanka

- Digital marketing diploma covering the theoretical & practical aspects

Certified Professional Marketer - Asia

Asia Marketing Federation (AMF)
Jun / 2021 - Nov / 2021
Singapore

- Professional Certification after studying of Business & Marketing environment of Asian countries

Diploma in Marketing

University of Kelaniya
Mar / 2012 - Mar / 2013
Kelaniya, Sri Lanka

- Diploma covering all aspects of Marketing

Achievements

Award of Excellence

- Awarded by top management of Andreas STIHL Pvt Ltd for exceptional sales growth in 2016 & 2017.

Interests

Karate

Cricket

Work Experience

Area Sales Manager

Delmege General Equipment Pvt Ltd Jun / 2005 - Feb / 2008
Colombo , Sri Lanka

- Worked as Area Sales manager for DeWalt and Black & Decker sole distributor in Sri Lanka
- Business growth in Institution & dealer sales
- Product Trainings and Sales Teams Training
- Organizing & Participation in Industry Exhibitions & Outdoor Sales promotional activities
- Island wide sales experience

Sales Representative - Bosch Power Tools

Diesel & Motor Engineering PLC Dec / 1998 - Jun / 2005
Colombo , Sri Lanka

- Worked as a Sales Representative for Sole Distributor of Bosch Power Tools & Komatsu /Zenoah Outdoor Power Equipment
- Experienced in handling both power tools dealers & corporate customers
- Product demonstrations & trainings for users and customers in all parts of the country
- Organize and Participation in key Industry exhibitions and Outdoor Sales promotional activities

Skills

Computer applications - MS
Office , Word, Excel , Power
point

Languages

English

Fluent

Sinhalese

Native

Tamil

Beginner