



CHANDANA PRASAD

Senior Sales & Business Development Strategist

PROFILE OBJECTIVE

Dynamic and result driven sales professional with over two decades of experience leading business development, strategic planning, and customer relationship management across diverse industries and markets. Proven track record in driving revenue growth, establishing brand presence in international markets, and managing high performance sales teams. Adept at fostering long term partnerships with global chemical and industrial product manufacturers, backed by extensive product training and factory exposure in Singapore, Japan, China, Taiwan, and Europe.

WORK EXPERIENCE

Head of Sales / Senior Business Development Manager **Feb 2017 – Apr 2025**

A+ Solutions

- Leading national sales strategy for commercial care, industrial chemicals, and Fapre matting systems, with an emphasis on hospitals, hotels, and garment factories.
- Building strong relationships with maintenance, engineering, housekeeping, and procurement departments to secure long-term contracts.
- Coordinating international imports and managing partnerships with suppliers from 3M (Singapore & Thailand), Genesis Chemical, Klenco (Singapore), Cheng Lung (Taiwan), Penguin Chemicals (Japan), and Yi Yang & Fapre (China).
- Continuously exploring new market opportunities by researching competitor offerings and shifting customer demands.
- Representing company at international trainings and factory visits, strengthening technical product understanding.
- Developing and mentoring sales staff to enhance team performance and meet KPIs.
- Maintaining high client satisfaction through proactive problem resolution and consistent support.
- Managing logistics and compliance for imported chemical and matting products.
- Enhancing product awareness through on-site demos and corporate presentations.
- Analyzing customer feedback to improve sales strategy and optimize service delivery.

Head of Sales / Senior Business Development Manager **Dec 2005 – Feb 2017**

Pancare Pvt Ltd / Pan Audio Pvt Ltd

- Spearheaded commercial care and car care categories including 3M and detailing products.
- Expanded customer base by engaging clients from industrial, hospitality, and automotive sectors.
- Conducted in-depth account analysis to tailor product offerings and marketing strategies.

AREAS OF EXPERTISE

- Strategic Sales Management
- Industrial Chemical Distribution
- B2B Relationship Building
- International Trade & Import Operations
- Market Trend Analysis
- Training & Team Development
- Cleaning & Commercial Care Products
- Automotive Chemical Products
- Procurement & Supply Chain Coordination
- Customer Service Excellence
- Negotiation & Deal Closure
- Chemical Safety & Product Knowledge
- Matting System Solutions
- Hospitality & Healthcare Sector Sales
- Export & Foreign Liaison
- Territory Expansion Strategies

EDUCATION

Diploma in Industrial Chemicals – 2007

GCE Advanced Level – 2001

Department of Examinations, Sri Lanka

GCE Ordinary Level – 1998

Department of Examinations, Sri Lanka



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LinkedIn

Chandana Prasad



Address

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LANGUAGES

- **English** - Fluent
- **Sinhala** - Fluent
- **Tamil** - Fluent
- **Hindi** - Basic

PERSONAL DETAILS

- **Date of Birth:** 23.08.1982
- **Marital Status:** Married
- **Nationality:** Sri Lankan
- **Visa Status :** Freelance visa with NOC

REFERENCES

- Available upon request.

- Led sales campaigns that contributed to notable revenue growth year-over-year.
- Trained new sales team members and conducted performance evaluations to maintain productivity.
- Explored new suppliers and product lines to diversify offerings and stay competitive.
- Worked closely with international partners to ensure timely product deliveries.
- Supported the introduction of new cleaning and maintenance chemicals into the local market.
- Prepared sales forecasts and aligned targets with corporate objectives.
- Attended trade expos and international seminars to stay updated on chemical innovations.

Sales Executive

Jan 2004 – Dec 2004

Deto Surfactants Pvt Ltd

- Specialized in selling laundry machinery and hotel-use chemicals, providing tailored solutions to hospitality clients.
- Delivered technical product demonstrations and guided clients in selecting optimal solutions for operational needs.
- Coordinated with suppliers to manage inventory and ensure on-time delivery of equipment and chemicals.
- Prepared detailed quotations and worked closely with the marketing team to align with customer feedback.
- Maintained strong client relations through regular visits and proactive service, ensuring repeat business.

Sales Executive

Dec 2001 – Dec 2003

LANLO

- Managed sales of stainless steel cutlery to five-star hotels, focusing on relationship building and quality assurance.
- Conducted targeted market research and led sales presentations to hotel procurement teams.
- Resolved client concerns promptly and ensured excellent after-sales service.
- Prepared regular sales reports and performance analysis to support strategic planning.
- Maintained and updated client databases, ensuring timely communication and support.

International Experience & Training:

- Completed factory visits and intensive product training with 3M (Singapore & Thailand) covering commercial care and automotive chemical ranges.
- Participated in supplier training programs with Penguin Chemicals (Japan), Genesis Chemicals and Klenco (Singapore), and Cheng Lung Chemicals (Taiwan).
- Received technical briefings and quality assurance training at Yi Yang Cleaning Products and Fapre Rubber Company (China).
- Developed product handling and application expertise during training engagements with All Mats Company (China) and Fapre Industrial, supporting Holland market exports.
- Acquired in-depth chemical application knowledge, regulatory standards, and import/export handling protocols across Asia-Pacific and European partner markets.