

M. IRANKA PEIRIS

SALES AND MARKETING PROFESSIONAL



+974-71479685 • Doha Qatar • irankapeiris1@gmail.com • www.linkedin.com/in/irankapeiris
• Qatar Driving License Holder • Whatsapp+974-71479685

PERSONAL STATEMENT

I am a highly motivated and results-oriented professional with over 30 years of experience in sales and marketing. I've specialised in promoting and selling construction machinery and automotive spare parts from top global brands like Soosan, Hyundai, Subaru, Daewoo, Opel, GMC, JCB, etc. Working with leading organisations such as Mannai Corporation in Qatar and Senok Trade Combine (Pvt) Ltd. in Sri Lanka has given me deep insights into customer needs and market trends. I excel at creating strategies that boost sales and expand market reach. Building strong client relationships and leading successful teams are my strengths. I'm seeking new opportunities to apply my expertise and drive growth for a forward-thinking company.

CORE COMPETENCIES

- **Strategic Growth:** Market Analysis, Business Development, Strategic Planning.
- **Sales Excellence:** Negotiation Skills, Client Relationship Management, Professional Selling.
- **Operations:** Inventory Control (Fleet 800+), Logistics Management, Supply Chain Optimization.
- **Languages:** English, Arabic, Hindi, Sinhala.

WORK EXPERIENCE

Sri Lankan Auto Bodies Industries LLC - Sharjah, UAE 10/2023 – 12/2025

Sales Executive

- Consistently engaged with customers by making frequent visits, preparing detailed and customised quotations, and diligently following up on orders, resulting in strong client relationships and prominent customer satisfaction.
- Conducted extensive market research and analysis to get insights into competitors' activities, trends, and pricing strategies, providing significant knowledge to management for refining sales techniques and gaining a competitive edge in the market.

Products: - Vehicle Fabrication industries (Ambulance/ Recovery/ Dry Boxes etc.)

Hakam Motors Group - Dubai, UAE 10/2021 – 07/2023

Logistics Manager

- Efficiently managed vehicle receiving and dispatch operations, monitoring stock management, inventory control (Fleet – 800+ Vehicles), and arranging showroom displays to enhance vehicle visibility and client interaction.

M. Iranka Peiris

+974-71479685

- Worked closely with recovery teams, drivers, sales personnel, and the Accounts department to guarantee smooth logistics operations until vehicles were received by shipping lines, assuring timely delivery and customer satisfaction.
- Implemented efficient internal team communication and coordination tactics to optimise workflow and reduce delays in vehicle transportation and delivery procedures.

Products: - Importers of all types of brand-new vehicles for the export market

Trident Motors - Horana, Sri Lanka

06/2013 – 08/2021

Spare Parts Manager

- Implemented an efficient inventory management system while maintaining optimal stock levels to suit our customers' requests.
- Developed and maintained good connections with suppliers, obtaining favourable terms that resulted in cost savings for spare parts procurement.
- Introduced a customer feedback method, which resulted in increased product offers and customer satisfaction.

Products: - Micronic – Filters, Chinese Bucket Teeth and Other brands

Senok Trade Combine (Pvt) Ltd. - Colombo, Sri Lanka

2011 – 05/2013

Assistant Sales Manager – Construction Machinery Division

- Played a crucial role in developing and executing effective sales strategies, which led to a significant increase in divisional sales revenue.
- Led a team of sales professionals, giving mentorship and direction that led to their professional progress and meeting departmental targets.

Products: - Soosan – Rock Breakers, Telescopic Boom Cranes / Hyundai - Excavators

Mannai Trading Company - Doha, Qatar

2000 – 12/2010

Senior Sales Executive - Wholesale Department

2008 – 12/2010

- Supervised wholesale business development efforts, acquiring new accounts and successfully expanding the customer base.
- Collaborated with the marketing team to develop targeted promotional programmes, improving wholesale income.

Products: - JK, Doublestar – Tyres / Yuasa, Acdelco – Batteries / Caltex – Lubricants / Acdelco – Parts / Hingest - Filters & Aftermarket Parts

Senior Spare Parts Counter Salesman - Retail Counter

2000 - 2008

- Exhibited great product knowledge and customer service skills, leading to a consistently high level of client satisfaction and repeat business.
- Implemented effective inventory management methods, guaranteeing sufficient stock levels of fast-moving items and reducing stockouts.

Products: - JCB, MF, Grove, Subaru, Daewoo, Opel, GMC, Cadillac, Hummer

Marketing Executive – JCB Spare Parts Division

- Within the first two years, I developed and executed targeted marketing strategies that increased sales of JCB spare parts.
- Built strong relationships with fleet owners and construction companies, resulting in repeat business and increased market share.
- Collaborated with the sales team to identify new opportunities and expand the JCB spare parts product line.

Products: - Sakai, JCB, Kobelco – Spare Parts

PROFESSIONAL SKILLS

- Mastery of Microsoft Office (Word, Excel, PowerPoint) and ability to learn any software within a very short period
- Excellent communication skills with a focus on team-building and customer relations.
- Conducting market research and analysis to uncover industry trends, opportunities, and risks.
- Outstanding organisational, multitasking, and problem-solving abilities.

EDUCATION & CERTIFICATIONS

Diploma in Business Management – 2020 (London Business School - *Sri Lanka*)

Fundamentals of Digital Marketing 2025 (Google Digital-40 hours-Completion ID: 431263958)

Supervisory Management Skills- 2008 – (Spearhead Gulf LLC- Dubai)

G.C.E. Advanced Level – Commerce Stream, August 1991(Prince of Wales College - *Sri Lanka*)

G.C.E. Ordinary Level – December 1989 (Prince of Wales College - *Sri Lanka*)

COURSE WORK

Computer Courses

- **Diploma** in Microsoft Access – 2011
- **Diploma** in Computer Hardware & Networking – 2011
- MS Office Certified Courses and improved with changes year by year
- Worked as temporary IT Technician at Doha College (Summer work – Part-time) – 2007
- Experience in Oracle systems

Motor Mechanical Courses

- Workshop Practice – 1997 (Part-time)
- Motor Mechanic Basic – 1997 (Part-time)

TRAINING, SEMINAR AND WORKSHOPS

I attended the JCB Spare Parts Seminar in 1997, held in JCB Asia Pacific, Singapore.

Mannai Trainings - Doha, Qatar

- **Mannai Way – Change Agent** - Participated in many professional trainings and contributed to making those events successful
- Microcat NA EPC - A1061.08ME - 14/11/2005
- GM Difference Training R4 - 10/12/2006
- GM Difference Customer Enthusiasm - 01/01/2007
- Effective Closing Techniques & Handling Objections – A1087.16ME – 12/02/2007
- Professional Selling Skills for Parts Consultants - A1060.16ME – 27/10/2007
- Effective Telephone Skills Parts Consultants - A1069.16ME - 29/10/2007
- 2008 GMC Terrain Sales Product Familiarization – G1081.08ME - 17/02/2008
- Active Consultative Service - A1004.16ME – 28/03/2008

EXTRA-CURRICULAR ACTIVITIES

- Member of the junior cricket team at school, (1986 - 1990)
- Member of the junior volleyball team at school, (1986 - 1990)
- Member of Mannai Salwa Cricket Team, (2000 - 2008)