

Asanka Gunarathne



657/C, Appugewatta, Wattala, Sri Lanka



+855 87 887 702/ +94 773 780 485

Highly skilled, a passionate senior executive with over **eighteen years** of stable and progressive experience through creativity & continuous improvement in the Apparel field, working as **Senior Manager Merchandising & Marketing since mid 2015 at Pactics - Cambodia**. Operational expert with working experience in leading multinational ventures including Hela Clothing, Crystal Martin Cambodia and Pactics Cambodia group

Currently working at Pactics Cambodia heading the Merchandising & Marketing Division been responsible for **7.7M USD revenue** in Business with **4.6M pcs production per month** for customer/ brands **ELEPH-BO, Litegear, Oakley, Luxottica & Columbus Running** and producing **Luxury Backpack, Tote bag, Shopping bag, Men's & Women's Sportswear, Sunglass Cover Pouches & Cleaning Clothes**.

Currently designated as Merchandising & Product Development Manager with experience in handling the operations as **Operations Manager** in period (2017 to 2019) at Raytecs Co., Ltd (sister company of Pactics Group) which was later merged with the central unit and continued on expansion business as Merchandising & Product development.

An **academically qualified** professional with **Masters in Business Administration** and **MSC in Strategic Marketing** and **Textile Qualification** & knowledge in **Lean Manufacturing**. I believe with my experience in **Production, Operation Marketing, Lean & Finance** will allow me to perform the business development & achieve the company bottom line.

Possess excellent interpersonal & communication skills to launch critical initiatives within multiple suppliers, both local and overseas. Fluent in English, Sinhalese and fair knowledge in Khmer (Cambodia). A disciplined leader has a vision and organizational skills with a record of accomplishments built on creating great relationships with internal & external customers and having a solid network for the vendor base to expand the business. As of now have contacted more than 100+ garment/bag factories and 5-10 screen print and embroidery plants.

I feel that my greatest strength are firstly my strong commitment to provide a professional service and relationship to all customers and all colleagues with whom I work. Secondly my skill at developing and maintain higher merchandising & Operational performance and steady growth will add a higher value. Thirdly my knowledge and communication skill enable to add more value to any organization.

I am looking forward to meeting you to explain further!

Thank you.

Yours Truly

Asanka Gunarathne

Asanka Gunarathne



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Phone

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E - Mail

asankack1@gmail.com

LinkedIn

Asanka Gunarathne (click)

To obtain a position in a professional environment that allows me to utilize and refine my skills and knowledge as a dynamic professional, as an **Operational & Merchandising** Expert in Apparel Industry to increase the overall organization's profitability.



Masters in Business Administration (2022)
Executive MSc. In Strategic Marketing (2019)
Asia e University Malaysia



Diploma in Project Management (2018)
IBMI- Berlin, Germany



National Diploma in Technology (2003)
University of Moratuwa

Core Skills and Competencies



Merchandising



Sourcing & Dev.



Operation Mgt.



Textile & Apparel



Cust. Vendor Mgt.



Finance & Admin



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Non Related References

Mr. Murray Macmillan

Former CFO Pactics Goup
+855 81 598 165

Mr.Sajith Abeywickrama

General Maanger Operations
Quantum Apparel Cambodia
+855 23 969 762

Mr. Jagath Nishantha

Former Regional Manager
SL, Vietnam, Cambodia Hub
Original Maries, Impa Exp Spa
+947 73 228 095



July 2016 to date

Pactics - Manufacturing | Your brand in safe hands (web- Click)

Merchandising & Product Development Manager

(Jan 2020 to date)

- **Operation Manager** Raytecs Co (Jan 2018- Dec 2019)
- **Sourcing & Merchandising Manager** (July 2016- Dec 2017)

Responsible **7.7M USD revenue** in Business with **4.6M pcs production per month** for customer/ brands **ELEPH-BO, Litegear, Oakley, Luxottica & Columbus Running** and producing **Luxury Backpack, Tote bag, Shopping bag, Men's & Women's Sportswear, Sunglass Cover Pouches & Cleaning Clothes.**



Senior Sourcing Merchandiser (May 2015- Jul 2016)

Crystal Martin International (Cambodia) Limited



Hela Clothing (Pvt) Ltd - Sri Lanka (2004- 2015)

Senior Merchandiser (Feb 2011 - Apr 2015)

Merchandiser (Jun 2010 - Feb 2011)

Junior Merchandiser (Feb 2009 - Jun 2010)

Fabric Technologist (Jan 2006 - Jan 2009)

Fabric Inspector (Jul 2004 - Jan 2006)

I do hereby certify that the above information is accurate and looking forward to meet in person to explain my self further

Asanka Gunarathne

Expertise & Skills

- Marketing
- Competitor Analysis
- Strategic Business Reviews
- Mentoring & Assessing
- Developing New Markets
- Strategic Planning
- Business Development
- Policy Deployment
- Operational Management
- Product Launch
- Project Management
- Production Management
- Cost Control
- Performance Management
- Financial Management
- Implementing Policies
- Lean Manufacturing
- Process Improvements
- Operational Analytic
- Financial Performance
- Employee Retention
- Business Finance
- Resource Management

➤ **Merchandising Skills** - Merchandising, Negotiating, Operational efficient, Meeting deadlines, Liaising retailing & management principles, Fashion coordination & promotion, Visual & Specialty merchandising, Retail buying.

➤ **Sourcing Skills** - Supply Chain & Procurement management., Vendor contracting & Negotiating. Performance management., Strategic sourcing planning & Execution, global category plan, Market intelligence, Supplier prospecting

➤ **Financial & Profit Management**- Sourcing metrics & systems, Administration, Multitasking, Process excellence and improvement, Critical thinking, Quality assurance management., Cost estimation, Trend analysis, Budgeting, Forecasting, Project and risk management., Priority management., Value generation

➤ **Product Development Skills** – Planning & organizing, overseeing process, making improvements or modifications to current processes, generating ideas for new products and researching feasibility in terms of profitability & resource availability and compliance with regulations, staying up-to-date with products on the market and recording and analyzing data. Presenting results to colleagues, Investigating, and testing new equipment, liaising with engineering, research, technical and production staff, Writing and reading technical papers, reports, reviews, and specifications, Keeping up to date with relevant scientific and technical developments

➤ **Operational Skills** - Strategic agility, Factory operation, Designing, Pattern marking, Warehouse, Production, QC, Revenue, Attention to detail, Best practices, Compliance, Regulations, Forecasting, Budgeting, Cost & price management., Collaboration, Managing priorities, Critical thinking, functional & technical Skills, Project management., Succession planning, Demand & production planning, Continuous improvement, Training & talent development, Governance compliance.

➤ **Management Skills** - Leadership, Supervision, Decisive, Organizational, Delegation, Results Driven, Building Winning Teams, Strong ethics, Problem solving, Honest, Discretion, Time & conflict management., Training/ Coaching, Diverse cultural management.

➤ **Communication Skills** - Written/Verbal, Interpersonal, Presentation, Client/ Stakeholder relationship management, Interaction, Inter dept coordination, Demeanor, Cross functional coordination, Consultative communication

Eminent Accomplishments

1. Restructured overall operations and merchandising standards to improve brand image and increase sales.
2. I have lead company specific merchandising events.
3. Implemented sourcing systems and fostered strong relationships with the local community in Crystal Martin, Cambodia.
4. Implemented (PLM) PRODUCT LIFECYCLE MANAGEMENT system for M&S in Crystal Martin Cambodia
5. I functioned with diverse culture/ nationals effectively & efficiently, ensuring outstanding performance.
6. I have implemented a strong work ethic by facilitating every need of the customer.
7. I have influenced employees by setting solid examples in the company's sales reports.
8. 2006 - 09, Certified Nike Fabric inspector for Hela clothing, Sri Lanka.
9. Implement 100% cut panel inspection system and saved more than LKR 2mil/year at Hela Clothing, Sri Lanka

Products & Customer/ Brands Handled

- **Columbus Running**- Sublimate Sportwear Men's and Women's (USA)
- **Luxottica** - Sublimate Sunglass cover micro bag, Cleaning cloth (Italy, China, USA)
- **Gogglesoc**- Sublimate goggle cover, Sublimation sunglass cover, Sublimate Helmet visor cover, Reusable Facewear (USA, Canada, EU, UK)
- **Oakley** -Sportwear Men's and Women's, Topwear, Bottomwear, bags and backpacks, Sublimate sunglass cover micro bag (USA Military, USA, China)
- **ChicoBag** - Recycled materials Reusable shopping bags, Backpacks, Solid colour and sublimation, Reusable Facewear (USA, Japan)
- **ELEPH-BO**- Luxury Traveller BackPack, All kind of backpack, Tote bags, Shopping bags
(All products made using recycled materials)- Switzerland
- **Armani Exchange** - Sunglass cleaning cloth, Sunglass micro bag (screenprint)- Italy, China, USA
- **Gucci**- Sunglass micro bag, cleaning cloth (Italy, China, USA)
- **RayBan**- Sunglas Micro bag, Eyeglass micro bag, Cleaning cloth (Italy, China, USA)
- **LiteGear**- Duffel bag, Backpack, Tote bag, RFID citypack, Koproressor kubes, Travelpack (USA)
- **Dior**- Travel Bag, Tote bag, Sunglass cleaning cloth, Men's T-shirts and Polo (North America, South America, Middle East, EU, Canada, Australia, Hong Kong and Japan)
- **Klattermusen**- Men's and Women's T-shirts & Tops, Hiking backpacks, Climbing backpacks (Sweden)
- **Original Marines**- Children's wear, Men's and women's (Italy, Jordan, Usa, France)
- **Levis**- Men's, Women's T-shirts, Polo, Sweaters & Sweatshirts (USA, EU, Aisa & Pacific, Africa & Middle East)
- **Ts** - Leggings (UK)
- **OVS**- Women's pyjamas and slippers, T-shirts & Tops, Men's T-shirts (Italy)
- **Giorgio Armani**- Women's T-shirts, Men's T-Shirts and Polo Shirts (Italy)
- **Perofil**- Men's T-shirts, Tank top, Pajamas, Shorts (Italy)
- **Loquid Knits**- Women's Tops (USA)
- **HSN**- Women's Tops (USA)
- **M&S**- Lingerie, Women's Top, Blouses, Lightwears (UK)
- **Next**- Girls, Baby Girls, Boys, T-shirts, sleepwear, Men's T-shirts & Tops, Womens T-shirts & Tops, Jumpsuits, Leggings, Lingerie (UK)
- **George/Asda**- Lingerie, Nightwears (UK)
- **Lidl**- Lingerie (Germany)
- **Tesco**- F&F Cloth/Women's Top (UK)





Pactics Cambodia Co.Ltd (July 2016 to date)
(Sister Company of Pactics Group)

Merchandising & Product Development Manager (Jan 2020 to date)
Operations Manager - Raytecs Co (Jan 2018- Dec 2019)
Sourcing & Merchandising Manager (July 2016- Dec 2017)

Job Description- Merchandising & Product Development Manager (Jan 2020 to date)

1. Responsible for analyzing business requirements and prepare documents for process flows.
2. Responsible for monitoring the efficient working of all projects and ensure compliance with the project plan. Coordinate with team to resolve all issues and supervise meetings for same. Administer all projects and ensure completion within the required time frame.
3. Responsible for monitoring all aspects of products, such as pricing and legal requirements. Maintain knowledge on all regulatory issues and competitor business. Manage all products in the product line and maintain an understanding of pricing for individual development.
4. Responsible for allocating appropriate resources for the project and prioritize projects. Coordinate with the product management team and perform product testing on the various process.
5. Responsible for training staff for all operation business activities and maintain consistency in the same.
6. Responsible for coordinating with various departments and prepare a list of market requirements and prioritize work.
7. Responsible for proactively identifying and leading process improvement initiatives using Lean tools.

Job Description - Operations Manager (Jan 2017-Dec 2019)

1. Responsible for managing the company's overall operations and resources and being the main point of communication between the board of directors (the board).
2. Responsible for Creating, communicating, and implementing the organization's vision, mission, and overall direction
3. Responsible for Representing the organization for civic and professional association responsibilities and activities in the local community, the state, and at the national level
4. Responsible for developing high-quality business strategies and plans, ensuring their alignment with short-term and long-term objectives.

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5. Responsible for Overseeing the complete operation of an organization by the direction established in the strategic plans
6. Responsible for Soliciting advice and guidance, when appropriate, from a CEO
7. Responsible for Lead and motivate subordinates to advance employee engagement develop a high performing managerial team.
8. Responsible for Oversee all operations and business activities to ensure they produce the desired results and are consistent with the overall strategy and mission.

Job Description **Sourcing & Merchandising Manager** (July 2016 - Dec 2017)

1. Responsible for formulating/ implement sourcing & merchandising strategies to support strategic opportunities, global balance and help achieve financial objectives.
2. Responsible for handling the sourcing portfolio, ensuring transparency of spending.
3. Responsible for exerting speed to diminish lead time & supply chain to assisting for produce to be first to market.
4. Responsible for negotiating to cost to ensure quality, cost and deliver maximum bottom-line impact.
5. Responsible for assay, compute procurement costs & suggest methods to mitigate expenditure.
6. Responsible for executing strategies & secure profitable deals & Optimize sourcing procedures to attain maximum efficiency.
7. Responsible for Develop and maintain vendor relationships & implement visual merchandising strategies.
8. Responsible for maintaining inventory management records & train employees on product knowledge.
9. Responsible for Analyze sales trends, adjust product offering accordingly & estimate risks and apply risk minimizing techniques.
10. Responsible for discovering and partner with trustworthy vendors and suppliers & determine quantity and timing of deliveries.

Extra Curricular Activities

- Member of **Cambodia National Cricket Team**
 - ✧ Captain of Board IX Test squad
 - ✧ Vice Captain of 50 over and T20
- Member of school Science society
- Member of Asia e University Alumni

Professional & Educational Qualifications

- **MBA, Asia e University Malaysia (2020-2022)**
- **Executive MSc in Strategic Marketing- Asia e University Malaysia (2019)**
- **National Diploma in Technology- University of Moratuwa, Sri Lanka (2003)**
- **Diploma in Project Management- IBMI, Berlin, Germany (2018)**
- **Certificate in Project Management Foundations Procurement - Project Management Institute (2017)**
- **Certificate in Fabric Inspection for Textile & Garment Industry- TTSC, Sri Lanka (2008)**
- **Certificate in Textile Technology for Garment Industry- University of Moratuwa, Sri Lanka (2006)**
- **Lean Six Sigma Yellow Belt - Anexas (2021)**
- **Lean Six Sigma Green Belt- LinkedIn Learning (2018)**
- Customer Accreditation Certification -**Nike Material Inspector (2005-2009)**
- Training Session on **Better Work Place- The Presentation Clinic (2017)**
- Training Session on **International Procurement, Logistics & Contact Management- World Hope (2017)**

Personal Details:

Name in full : Kottagodage Don **Asanka** Charles Kumara **Gunarathne**

Date of Birth : 22nd Oct 1981

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Mondul III village, Slor Kram commune, Siem Reap, Cambodia

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Telephone No : +855 87 887 702/ +94 773 780 485

Nationality : Sri Lankan

Civil Status : Married

Passport ID : N7403252

School Attended : Sri Dharmaloka Central College