

PRI LEKAMALAGE,
MBA, BSC.ENG
Antigonish, Nova Scotia
+ 902 318 5501
Permanent Resident of Canada

Lubricant sales expert, Energetic and detail-oriented technical sales professional, MBA holder and Mechanical engineer, with over 18 years of experience LUBRICANT SALES, managing qualified sales teams in B2B and B2C platforms. Seeking an opportunity where I can develop a team and foster a healthy company culture to improve sales performance.

EXPERIENCE

FROM JUNE 2022– PRESENT JOB ,
AREA SALES MANAGER, WEICON INC CANADA , B2B, B2C

Weicon Inc is a branch of Weicon GmbH Germany, they are a manufacturer of industrial adhesives (thread locking products etc.), and plastic repair metals. At the moment I am building **Eastern Canada** distributor network from the scratch. I am handling Key customers while working with distributors sales reps.

- Create new accounts and implement account strategies to develop profitable business relationships in the East coast.
- Conduct targeted client visits B2B and B2C to build sales.
- Execute on-the-job training for distributors' sales personnel to deliver professional and consistent team performance.
- Identify customer needs to provide innovative solutions that exceeded expectations.
- Determine price schedules and discount rates.

DATES FROM 2005 SEPTEMBER – TO 2022 APRIL, 17 YEARS

JOB TITLE, BUSINESS DEVELOPMENT MANAGER, B2B, B2C, KEY ACCOUNTS
SAFATI TRADING & TECHNICAL SERVICES, QATAR.

Safari Trading and Technical Services are the distributor for Swepco Lubricants (Southwestern Petroleum Texas) and Omega Lubricants (ITW) for oil and gas rich nations state of Qatar, and Saudi Arabia . As a BDM, I handled Key customers, sales teams and company distributor network in Oman. I have a good experience in solving lubricant related problems in oil and gas industry.

- Taking upper hand upon the sales department of **Industrial Lubricants, Swepco Lubricants , Omega Lubricants and other MRO products** to meet up and achieve company standards and goals.
- Plan directs and evaluates the activities of the industrial sales department, also leads the company sales teams in Qatar, Saudi Arabia, and distributor network in Oman.
- Build relationships with company stakeholders and manage negotiations of sales contracts and suppliers also to attend trade fairs, on behalf of the company.
- Recruitment of new sales team members and Conduct training programs and workshops to enhance the product knowledge of Sales agents.
- Preparation of detailed sales plans implement organizational policies and procedures related to national and international sales operations.
- New product introduction and implementation strategies to achieve organizational goals.
- Co-operate with the marketing team to implement marketing strategies and enhance communication activities.

EDUCATION

JANUARY 2013
 MASTER OF BUSINESS ADMINISTRATION, MBA, UNIVERSITY OF LEICESTER, UK

DECEMBER 2005
 BACHELOR OF ENGINEERING (MECHANICAL ENGINEERING)
 UNIVERSITY OF PERADENIYA

SKILLS

- Technical sales
- Distributor Management B2B
- Customer support
- Setting sales goals
- Mentoring individual sales reps and administering incentive programs
- Key account handling

CUMMUNITY SERVICES

Board Director of St Joseph's community Canter, Ohio, Antigonish

AWARDS.

Gold Award for Customer Service (International) FY 2016 by South Western Petroleum Texas USA.

Sales achievement Award (International) FY 2016 by South Western Petroleum Texas USA

Gold Medalist for EpXylon polymer Division success story competition FY 2009 by Magna Industrial

Top Sales Agents Award" winners of MAGNA Welding Alloys Division for FY 2008 by Magna Industrial Co Ltd USA

Top Sales Agents Award" winners of Corium Industrial Division for FY2007 by Magna Industrial Co Ltd USA

Top Sales Agents Award" winners of MAGNA Welding Alloys Division for FY 2006 by Magna Industrial Co Ltd USA

PROFESSIONAL MEMBERSHIPS

Member of Chartered Institute of Marketing (MCIM) United Kingdom