



MALINTHA GAJANAYAKE

Head of Corporate Affairs and Export
Promotions

About Me

I am a dedicated and passionate professional with a track record of successfully tackling challenging career opportunities. Proven ability to cultivate relationships and networks with senior public and private sector stakeholders globally. A firm believer in the power of collaboration and partnerships within dynamic teams.



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Singapore 425607

LANGUAGE

- English
- Sinhalese

EXPERTISE

- Management Skills
- Leadership
- Sales and Marketing
- Negotiation
- Critical Thinking
- Problem solving

EXPERIENCE

**Head of Corporate Affairs and Export Promotion
Delegation of German Industry and Commerce in Sri Lanka
(AHK Sri Lanka)
2018 - Present**

Corporate and Export Promotion Responsibilities

- Serves as a liaison between German investors, companies, and the Sri Lankan government agencies, facilitating solid bilateral business relationships.
- Organizing high-level bilateral dialogues, including events such as the EU-Sri Lankan investor dialogue and the German-Sri Lankan fast track dialogue.
- Prepare position papers/non-papers representing the German business community and presented them to relevant Sri Lankan government organizations.
- Orchestrate closed-door information sharing events, such as CEO dinners and breakfast dialogues, for corporate and public sector leaders.
- Manage both inbound and outbound official delegations between Germany and Sri Lanka.
- Advocate for new German Foreign Direct Investors (FDI) and provided market analysis and potential for German and Sri Lankan businesses.
- Develop compelling project proposals for international organizations like the European Union (EU), UNIDO, and GIZ.

Marketing and Communication Responsibilities

- Provide strategic inputs on media plans and cultivated relationships with key journalists to enhance media coverage.
- Prepare content for media interviews conducted by the Chief Delegate and actively participated in these interviews.
- Organize large networking events to facilitate business relations between both nations.
- Orchestrate the annual Top German Brands event, uniting over 300+ German brands in Sri Lanka.
- Act as the primary officer for AHK Sri Lanka's Premier Partners Program, a lucrative business partnership initiative.
- Deliver regular reports to Sri Lankan exporters and German importers regarding German/EU import regulations.

Administration Responsibilities

- Manage the export and corporate services teams, ensuring efficient operation and achievement of objectives.
- Implement creative solutions to promote inclusivity and flexibility in the workplace, reflected in team policies.
- Provide leadership on all corporate issues, guiding the organization through strategic decision-making processes.
- Serves as a trusted advisor, offering coaching and counsel to staff on performance management, line management, and disciplinary matters.
- Lead AHK Sri Lanka's office projects, overseeing coordination at all levels, including sourcing external vendors and ensuring value for money.


EDUCATION

University of Sunderland

BA (Hons) in Business Administration & Management
2006-2008

SKILL SUMMARY

Sales and Marketing  89%

Project Management  78 %

Leadership  85%

Networking  85%

REFERENCE

Her Excellency Varuni Muthukumarana
Sri Lankan Ambassador to Germany
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Mr. Ranjith Pandithage
Chairman / Managing Director
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Ranjith.Pandithage@dimolanka.com

Head of Strategy and Business Development Hilton Colombo Residences 2012-2018

- Analyzed local market trends and competitor activity to identify new business opportunities.
- Developed customer accounts and conducted local area travel to drive business and increase market share across all revenue streams.
- Presented monthly, quarterly, and annual reports to senior management, providing insights into sales performance.
- Implemented creative local marketing strategies, including social media channels, to enhance brand visibility.
- Prepared company contracts for the hotel, adhering to current business strategies and pricing conditions.
- Produced accurate and timely reports for the Sales Director and senior management, detailing appointments, calls made, and business leads.
- Managed over 100 corporate accounts, fostering strong relationships with key companies to drive business growth.

EXTRA CURRICULAR ACTIVITIES

- Captained Sri Lankan national cricket teams - U15/U17/U19/U23/Emerging/ Development and Sri Lanka "A" team.
- Captained and represented Sri Lanka junior cricket world cups 1996, 1997 and 2000.
- Awarded the Prince of Wales Trophy by H.E. British High Commissioner for the most outstanding and disciplined school boy cricketer of the year 2000.