RESUME

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**Chairman, AWS Group (AWS Institute of Education, IEMS Examinations Pvt Ltd, VOF Lanka Pvt Ltd.)**

**Chairman/Managing Director, Computers & Telecommunications systems Pvt Ltd, AWP Distributors Pvt Ltd**

**Management Consultant**

**Former MD/CEO, United Motors** Lanka PLC.

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Current Profile Summary

**Management Consultancy and Owned-Businesses (2005 to date)**

* Chairman, Computers and Telecommunication Systems (pvt) Ltd. – Marketing and distribution of Telecommunication Engineering Products including PBX Systems. (Purchased in 2004.)
* Deputy Chairman/ Managing Director (40% stake in the Company), Delmege Construction Products Pvt Ltd. (Sole Distributors for Black & Decker International) **(2007 to 2012).**
* Consultant Deputy Chairman, Park Hospital Pvt Ltd. (2013 - 2014)
* Director, Bartleets Finance Plc. (2012 - 2014)
* Consultant Deputy Chairman, Charter House International Pvt Ltd – Sole Distributors in Sri Lanka for Tokheim Fuel Dispensers, Grohe AG Sanitary fittings, Laufen Sanitary ware and other various Industrial engineering products. (2009 - 2015)
* Consultant Deputy Chairman, Carmart Pvt Ltd – Sole Distributors for Mazda and Peugeot. (2011 - 2014)
* Chairman AWS Group. (Own family Business)
* Chairman BRC Lanka (Commenced JV with BRC UK)
* Chairman AWS Global Education Solutions Pvt Ltd. (New Start-Up Company)
* Chairman AWP Distributors Pvt Ltd. (Own Company)
* Chairman IEMS Examinations Pvt Ltd. (Own Business)
* Chairman VOF Lanka Pvt Ltd. (Own Business)
* AWS Institute of Education (Own Family Business) (Est. 1984)
* Former Consultant Strategic Planning – Royal International School Pvt Ltd (2018/19)
* Former Management Consultant – Invo Lanka Pvt Ltd (2017/18)
* Management Consultant – PLH Montessori Pvt Ltd. (2018 to date)
* Former Consultant Ceramic Home International (2019)
* Former Consultant Ceramic Plaza Pvt Ltd. (2019)

**MBA, MSc, FCMI UK, FCIM UK, FIML Australia NZ, MAICD ANZ, MIOD UK.**

**In own business overall responsibility of finance management, General management, overall administration, Marketing and Sales management including HR management.**

Employment History

**United Motors Lanka Plc. 2001 - 2004**

**Designation:** Managing Director/Chief Executive Officer

**Key Responsibilities:** Overall group management and leadership

**Other Positions Held:**

Managing Director - TVS Lanka (Pvt) Ltd. (JV with TVS, India)

TVS Auto Parts (Pvt) Ltd.

UML Agencies & Distributors (Pvt) Ltd.

Associated United Motors Lanka Ltd.

UML Property Development (Pvt) Ltd.

UML Travels & Services (Pvt) Ltd.

Director - Orient Financial Services Corporation (Pvt) Ltd.

Orient Motor Company (Pvt) Ltd.

### **Key Achievements:**

* Restructured the organization and spear-headed a radical cultural transformation from a complaisant public-sector mentality to a dynamic, agile and customer-focused culture.
* Prepared and implemented annual business, marketing and financial plans. Prepared annual budgets and financial forecasts. Overall responsibility of financial management.
* Won several awards from Mitsubishi, Japan including Excellence in Sales Performance and Highest Market Share in the World for Mitsubishi vehicles.
* Built a committed and highly motivated team of people.
* Won awards for Best Corporate Accounts from the Institute of Chartered Accountants for the financial years 2000/2001, 2001/2002, 2002/2003.
* Won award for Best Corporate Governance from the Institute of Chartered Accountants for the financial year 2001/2002.
* Negotiated and set up a joint venture with TVS Group, India’s largest automobile parts manufacturer and distributor.
* Restructured the Agricultural Products Division under UML Agencies and Distributors (Pvt) Ltd., and increased sales of 2-wheeled tractors by more than 300%. Transforming this division from a negative contributor towards the organization to one of substantial returns.
* Obtained Sole Agency Rights for several product lines for the group, including Valvoline (USA’s no.2 lubricating oil manufacturer), Yokohama (Japan’s no.2 tyre), Escorts 4-wheeled Tractors and several other auto-related parts and accessory agencies.
* Initiated, negotiated and successfully implemented the first ever large coach project with CBC Eveco, China for the tourism industry.
* Transformed the corporate image of United Motors Lanka Ltd.
* Obtained Sole Distributor Rights for TVS Motorcycles and increased sales from 100 units per month to 2000 units per month, within 2 Years.
* In the truck market in Sri Lanka, Isuzu were market leaders for over 10 years. In 2002 and 2003 Mitsubishi took over as market leaders, with a 65% market share. Mitsubishi FUSO Truck and Bus Company, Japan presented an award to United Motors, Sri Lanka, for achieving the world’s no.1 position for Mitsubishi trucks in 2002.
* Set up the innovative new concept, “Unimo Auto World” outlets in Colombo, Ratnapura, Nuwara Eliya and Kurunagala: a one-stop-shop concept providing parts, accessories, car care products and catering to quick service requirements.
* Restructured and set up the entire auto parts dealer network island wide.

**Gestetner of Ceylon Plc. 1997 – 2000**

**Designation:** Managing Director/CEO

**Other Positions Held:**

Chairman/Managing Director, Nashualanka (Pvt) Ltd.

Chairman/Managing Director, GCL Computers (Pvt) Ltd.

Managing Director, Ceylinco Gestetner Printshops (Pvt) Ltd.

Director, Gestetner Manufacturers (Pvt) Ltd.

Director, Gestetner Printing Services (Pvt) Ltd.

Director, CGM Shriram India (Pvt) Ltd.

**Key Responsibilities:**

* Managing Gestetner of Ceylon Plc., a public listed international company, and its associated and subsidiary companies.
* Achieving budgeted turnover and profitability.
* Preparing and implementing annual business, marketing, promotional, HR and financial plans.
* Managing all commercial, legal, administrative, marketing, finance, and human resource functions.
* Reporting to Gestetner International and the Board of Directors of Gestetner of Ceylon Ltd.
* Recruitment of staff and human resource training and development activities.
* Management of all financial aspects of the organization, including liaising with banking institutions.
* Liaising with all foreign principals from UK, Japan, Germany, South Africa, India, Singapore and many other countries.
* Marketing and Distribution of all products of the company, creating new markets and preparation and implementation of annual marketing plans.
* Organizing and executing various local and foreign exhibitions and related promotional work.

**Key Achievements:**

* Company restructure and cultural transformation.
* Entered the export market for Gestetner and Fujitsu products.
* Won several awards from Gestetner International for Performance Excellence, in the years 1998 and 1999.
* Won an award for the Best Growth Rate in South East Asia for Muratec Heavy Machinery Co. Japan.
* Won awards for Best Stall at the Office 2000 and Office 2001 exhibitions.
* Won awards for Best Stall at Techno 1998 and 1999.
* Negotiated and set up many joint ventures and strategic alliances within one and a half years of assuming office including:
* Joint venture with Ceylinco Consolidated to incorporate a 50:50 joint venture between a company in the Ceylinco Group, Middleway Ltd. and Gestetner of Ceylon Ltd.
* Joint venture with Ceycom Global Communications Ltd., a public company in the Ceylinco Group.
* Joint venture with Sri Lanka Exhibition and Convention Centre.
* Established MOU with Millers Ltd. (Kodak) – strategic alliance.
* Established MOU with Aramex Airborne Express – strategic alliance.
* Established MOU with The Finance Company for “Gestifinance” Easy-Payment Scheme.
* Established MOU with DMS Products Ltd.
* Established MOU with Nine Hearts (Pvt) Ltd.
* Obtained Sole Distributor Rights for Dhale Germany, Brailtec Germany, Fujitsu Japan and other reputed European and Japanese manufacturers.
* Set up the innovative concept of a “Printshop” network of 50 Printshops nationwide within 1 year.
* Negotiated and set up a joint venture company with Shriram Group, India, to set up a chain of Printshops in India.
* Obtained approval from Gestetner International to globalize the CGM Printshop Project, and successfully implemented the project.
* Restructured and re-organised service operations and trained staff on such aspects as after-sales service to enhance brand loyalty.
* Re-organised outstation activities and set up a branch and dealer network for increase coverage and reach island-wide.

**Diesel & Motor Company Ltd. (Dimo) 1983 - 1987**

**Positions Held:**

General Manager, Diesel & Motor Company Ltd (Dimo) (1990 - 1997)

Director, Browns Dimo Industrial Products Pvt Ltd. (1994 - 1997)

Group Commercial Manager – Dimo (1988 - 1989)

Commercial Manager Dimo Ltd. (1983 - 1987)

**Key Achievements and Responsibilities:**

* Restored the Automotive Components Division and resurrected the operation from 5 consecutive years of loss making into profits, within the 1st year of assuming the post of General Manager.
* Transformed operational direction of this division, renaming it the Marketing and Distribution Division.
* Preparation and implementation of annual business, marketing and financial plans.
* Received an award from Mercedes Benz, and an invitation to visit Mercedes on a 10-day incentive trip in 1990, which included visits to the car and truck factories in Germany.
* Won 1st place in a competition held by Bosch Germany and was awarded a 10-day incentive trip to Switzerland.
* Negotiated various commercial and price advantages with Komatsu, Bomag, Siemens, Osram, Tata, Bosch, Zexel, Mico, Rane IPL, Michelin and other prestigious manufacturers around the world.
* Carried out presentations at many conferences and distributor meetings for Bosch Power Tools, Bosch Automotive Division and Osram GmbH Germany.
* Organized and carried out several product launches, training seminars, conferences and dealer conventions in Sri Lanka.
* As General Manager, revived and managed the following product lines to record rapid increases in market share:
* Osram GmbH Lighting Products
* Bosch Power Tools/ Generators and Power systems.
* Zexel Corp. Fuel Injection Parts for Diesel Vehicles
* Michelin Tyres and related products
* BF Goodrich Tyres
* Mico Fuel Injection Parts
* Hazet Hand Tools and Garage Tools
* Bosch Auto Batteries and Filters for the Japanese program.
* Set up Indian Original Parts Distributor network for the large Indian-made vehicles market in Sri Lanka, travelling extensively to India to handpick relevant agencies and suppliers for this program.
* Represented the Motor Traders Association of Sri Lanka for the Auto Exhibition in Delhi, India.
* Managed a complete vehicle repair workshop successfully and turned a loss operation into profits.
* Introduced the concept of Energy Saving Lighting to Sri Lanka in coordination with the Ceylon Electricity Board and carried out the first Energy Saving Lighting project in Sri Lanka.
* Managed the Industrial Engineering Products division covering Siemens Power Engineering, KHD Germany Cement plants, KSB Water Pumps, Zeigler Firefighting equipment including industrial generator Sales etc.
* As Group Commercial Manager had overall responsibility for all Commercial aspects of the group including importation and clearance of all Cargo. This included all commercial work covering Mercedes Benz, Siemens AG, Osram gmbh, KHD, KSB, Bosch, MTU, Bomag, and other leading German companies; Komatsu, Zexel and other large Japanese companies; and Tata, Mico, Rane, KAP, Mahendra, IPL and other large Indian companies.
* As Commercial Manager Dimo Pvt Ltd – held overall responsibility over all commercial aspects covering Siemens Germany (Telecom Projects, Power Projects and Medical equipment projects.)

# Career Highlights

### **International Experience**

* Traveled extensively and regularly in pursuance of various business objectives including negotiations and discussions, participation in training programs, seminars, workshops, conferences, international exhibitions etc.
* Followed an Executive General Management programme conducted jointly by the National University of Singapore and the Stanford University at the National University of Singapore.
* Amongst the countries visited in this capacity are Germany, France, UK, Switzerland, Singapore, Malaysia, Indonesia, Thailand, India, Pakistan, Maldives, South Africa, Turkey, Cyprus, Japan, China, Israel, Jordan, U.A.E., Australia, Austria, Italy, Hong Kong and Holland.
* Carried out presentations at International Conferences on the invitation of principals, to share ‘success stories’ based on the achievements made by the organisations led and represented.
* Secured many agencies and sole distributorships from various countries for the companies I managed.

### **Local Events**

* Organized and spear-headed many local conferences, product launches dealer conventions, seminars and workshops for customers (often for dealers-based, island-wide and government institutions) and for the staff in the company.
* Compered, mediated, carried out presentations and managed these programs.
* Organized and/or participated in many local exhibitions.
* Conducted/participated in numerous trade fairs, motor shows and rallies.
* Carried out successful ‘Launch Events’ to introduce new products to Sri Lanka including the Mitsubishi Lancer and Montero vehicles.
* Represented the Ceylon Chamber of Commerce at an international conference as the leader of the Sri Lankan delegation.

# Memberships & Offices

### **Business and Social Organisations Represented:**

* Former Chairman of the Council for Business with Britain (Patron: The British High Commissioner).
* Former Chairman of the Mt. Lavinia Young Men’s Christian Association (YMCA).
* Former Director of the Colombo YMCA.
* FIEMS.
* Former Co-chairman of the National YMCA ‘SHILPA’ Project.
* Former vice Patron of the Mitsubishi Motors Club and 2nd Life Member elected in recognition of the services rendered.
* Life member and ‘Founder Member of Fingara Club’.
* Life member of the Management Club affiliated to the Chartered Institute of Management UK.
* Former Chairman Council for business with Britain (CBB)– (Affiliated to the British High Commission and the Ceylon Chamber of Commerce.) – Initiated and led the ELT Project to train English teachers of Rural Government schools through the British Council and the Cambridge University of England as a CSR project. Presented the success story at an international English conference in Chennai India organized by the British Council UK.
* Life member of the Colombo Club.
* President of the Dimo sports club.
* Member of the Tamil Union Cricket and Athletics Club. (1975 to 1980)
* Captain of the Dimo Cricket team represented at the Mercantile Cricket Association annual cricket tournament.
* Represented the Champion Six A Side Cricket team of Monta Garments at the annual garments cricket tournament.
* Represented the Division 3 cricket team of Tamil Union C & AC Colombo at the Colombo Oval.
* Played cricket, Badminton, soccer and Rugby at school.
* Leader of the Orchestra at primary school.
* Senior member of the College Choir at St Thomas’s College Mount Lavinia.

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