

Education

2022
MBA - International Business
University of the West of Scotland

2018
Post Graduate Diploma in Marketing
The Chartered Institute of Marketing - UK

Expertise

- Project Logistics
- Event Logistics
- Customs Clearance Processes
- Freight Forwarding
- Supply Chain / 3PL Management
- Contract Logistics

Language

English
Sinhalese

Sadhini Silva

Senior Manager (Sales - Key Accounts)

Entrepreneurial professional completing 8th year at JSL Global WLL in the State of Qatar with total experience of 10+ years in the sales & marketing stream with extensive experience developing and executing sales, marketing, and service/product strategies that increase revenue, and expand market share. Motivated to exceed targets, deliver superior customer value and be recognized for leadership skills and delivering results.

Experience

2024 to Present

JSL Global WLL - Qatar

Senior Manager (Sales - Key Accounts)

- Act as the primary point of contact for key clients, addressing any concerns, challenges, or opportunities
- Expand the relationships with existing customers by continuously proposing solutions that meet their objectives.
- Ensure the delivery of exceptional service to key accounts by working closely with customer support and other departments to resolve issues and identify opportunities for improvement.
- Play an integral part in generating new sales that will turn into long-lasting relationships. Prepare regular reports of progress and forecasts to internal and external stakeholders.
- Lead negotiations for high-value contracts, ensuring mutually beneficial terms and the long-term success of the partnership.
- Oversee the budget for key account sales, ensuring efficient allocation of resources and effective cost management.

2021 to Present

JSL Global WLL - Qatar

Key Account Manager

- Developed trust relationships with a portfolio of major clients and make ensure that the required service levels are met.
- Expanded the relationships with existing customers by continuously proposing solutions that meet their objectives.
- Ensured the correct services are delivered to customers in a timely manner.
- Served as the link of communication between key customers and internal teams.
- Resolved any issues and problems faced by customers and deal with complaints to maintain trust.
- Played an integral part in generating new sales that will turn into long-lasting relationships.

2019 to 2021

JSL Global WLL - Qatar

Asst. Manager - Business Development

- Maintained strong relationships with current and prospective clients.
- Provided proactive leadership regarding all communications and customer experience initiatives that ultimately result in a significant contribution to company growth and profitability.
- Assisted to develop the entire organization as a strong team that would enable the achievement of Organizational goals and objectives.
- Partnered with all other departments to develop integrated processes that support excellent customer service.

Experience

2016 - 2019

JSL Global WLL - Qatar

Sr. Sales & Marketing Executive

- Responsible for securing new customers, and maintaining and developing existing accounts.
- Identified potential customers and register opportunities in Orient; relentlessly pursued the realization of such opportunities leading to revenue for the company.
- Regularly visit existing accounts validating our service levels and developing new revenue streams.
- Negotiated with clients as per price guidelines given, looking to maximize profits.
- Followed up on customer communications in a timely and professional manner.

2013 - 2016

Aitken Spence Cargo (Pvt) Ltd (Sri Lanka) - TNT Express

Sales & Marketing Executive

- Developed a business plan and sales strategy that ensures the attainment of company sales goals and profitability
- Prepared action plans for effective search of sales leads and prospects.
- Initiated the action plans to penetrate new markets.
- Provided timely information to senior management regarding area sales performance
- Maintained accurate records of all tariffs, sales, and activity reports
- Created and conducted proposal presentations regarding year-on-year sales performance

2012 - 2013

Aitken Spence Cargo (Pvt) Ltd (Sri Lanka) - TNT Express

Admin & HR Executive

- Prepared reports and presentations on HR-related metrics.
- Organized, compiled, and updated company personnel records and documentation.
- Managed and updated HR databases with different information such as new hires, terminations, sick leaves, warnings, vacations, and days off.
- Assisted recruiters in posting careers pages and processing received resumes.
- Helped and managed new employee orientation, onboarding, and training programs.
- Prepared training and onboarding materials for the new recruits.

2012 April - 2012 September

Aitken Spence PLC (Sri Lanka) - Group HR

HR Trainee

- Liaised with hiring managers regarding the process and to ensure understanding of requirements.
- Arranged interviews and attended where possible give feedback to candidates following the interview.
- Produce reports as and when necessary.
- Participate in organizing company events/training sessions.