

CHARAKA SENANAYAKE

SENIOR MANAGER — OPERATIONS & LOGISTICS



CONTACT

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EDUCATION

CARDIFF METROPOLITAN UNIVERSITY
MBA
Business Analytics
2024 - 2026 - In reading

UNIVERSITY OF PLYMOUTH
BSc (Hons)
Operations & Logistics Management
2014 - 2018 - First Class

LONDONTEC CITY CAMPUS
Diploma
Business Management
2013 - 2014 - Distinction

INSTITUTE OF SUPPLY AND MATERIALS MANAGEMENT
Management Level Course
Import & Export Procedures & Practices
2024 - 2024 - 1st Division

EXPERTISE

- Member of the CILT (MILT)
- Warehouse Management
- Supply Chain Management
- Transport Management
- Project Management
- ERP, WMS & TMS
- Lean (Kaizen) Implementation
- Business Process Outsourcing
- Data Analysis & Forecasting
- Outsourced Staff Management
- Procurement
- SRM & CRM
- Import / Export, Freight Forwarding
- ISO 45001, Health & Safety

REFERENCE

Mr. Isuru Jayasooriya

General Manager, ILS Cluster,
Hayleys Advantis Limited (Logiwiz)

Mr. Yaveen Jayasekara

Group Chief Strategy Officer,
Acuity Partners (Pvt) Ltd

PROFILE

With over 9 years of experience in Strategic Supply Chain Management, Charaka's expertise lies in optimising end-to-end supply chain and operations processes, driving Lean initiatives, and improving operational efficiency. He brings an unwavering commitment to achieving strategic goals and objectives across global logistics environments.

WORK EXPERIENCE

Strategic Operations & Optimisation Lead / Head of Operations | Apex Logistics International (USA) & Zenov BPO Colombo (Pvt) Ltd | Sep 2024 - Present

- Lead end-to-end operations for the Sri Lanka division with full P&L responsibility and executive governance oversight.
- Head the Ocean, Air, Track & Trace, Key Account Management, and Lead Generation departments.
- Manage key accounts and carrier/vendor relationships to ensure consistently high customer satisfaction.
- Assist strategic market expansion initiatives, overseeing financial budgeting and process optimisation across all departments.
- Deliver operational excellence through continuous improvement frameworks and cross-functional leadership.
- Designed a hiring strategy aligned to operations strategy to deliver cost-effective services to the global market.
- Managed company finances to maximise returns through strategic investments and revenue diversification.
- Held company bank account authorisation with the Director, supporting financial controls and governance.

Assistant Manager - Supply Chain Solutions | Freight Links International (Pvt) Ltd | May 2023 - Aug 2024

- Led implementation of ISO 45001 Health & Safety Management System across the 3PL division.
- Managed full P&L responsibility for the supply chain solutions operation.
- Designed operational processes, task lists, and Standard Operating Procedures (SOPs) from the ground up.
- Provided comprehensive data analysis and strategic reporting directly to the Managing Director.
- Formulated bespoke client solutions to meet complex supply chain requirements.
- Introduced and pioneered the Kaizen continuous improvement system to Freight Links.
- Mentored and developed a Management Trainee, contributing to talent pipeline growth.

Senior Import Agent - US Imports | Apex Logistics International (USA) | Aug 2022 - Apr 2023

- Managed CBP (Customs and Border Protection) coordination, verifications, and regulatory compliance for US imports.
- Handled customer billing, profit/loss calculations, and business strategy compliance.
- Coordinated origin-to-destination shipments ensuring end-to-end visibility and timely delivery.
- Solved complex logistics challenges and provided best-fit quoting solutions to clients.
- Managed major accounts including Victoria's Secret, Eddie Bauer, Americo, and American Eagle Outfitters (AEO).

Senior Executive - Site Head | Hayleys Advantis Limited (Logiwiz) | Sep 2018 - Aug 2022

- Held full P&L responsibility for the warehouse and transport operation.
- Planned and managed daily operations across the warehouse, transportation, and overflow operations.
- Managed inventory and dispatch orders across 4+ external warehouse facilities.
- Oversaw Free Trade Zone (FTZ) operations and ensured full regulatory compliance.
- Successfully navigated operational challenges during the COVID-19 pandemic and the Sri Lanka economic crisis.
- Coordinated Dangerous Goods (DG) handling in compliance with safety regulations.
- Managed operations for high-profile clients including Nike and Intimissimi.
- Directly involved in operations for Teejay, MAS, Brandix, and Hirdaramani; assisted Singer, Singer High Value, CAMSO Loadstar operations.
- Successfully implemented 30+ Kaizen continuous improvement initiatives.
- Pioneered the implementation of TMS (Transport Management System) and an automated billing system.
- Utilised SAP, Oracle, and Microsoft Dynamics AX ERP systems.

Logistics Coordinator - Team Lead | Actual Time Logistics (Pvt) Ltd (Canada) | Jun 2018 - Aug 2018

- Ensured CBP regulatory compliance and coordinated shipment tracking from origin to destination.
- Conducted supplier negotiations to optimise cost and service levels.
- Managed customer coordination and arranged Value Added Services (VAS) for clients.
- Led Night and Morning shift operations in the absence of the Manager.

Intern - Engineering Procurement | SriLankan Airlines (Pvt) Ltd | Jul 2017 - Jan 2018

- Processed Purchase Orders (POs) and completed CusDec (Customs Declaration) entries.
- Managed shipment bookings and coordinated with suppliers and freight agents.
- Performed WMS data entry and processed EDI shipments.
- Received industry training in Air Cargo operations and Dangerous Goods (DG) handling.

Survey Assistant & CAD Draftsman | HGSL(Pvt) Ltd | Dec 2011 - May 2014

- Produced drawings using AutoCAD, ensuring high accuracy in layouts and structural components.
- Assisted in land surveys, including data collection using Total Stations, GPS, and leveling instruments.