

PRESANTHA SAMARATHUNGA

Operations & Warehouse Manager | Logistics & Strategic Coordination

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PROFESSIONAL PROFILE

Strategic Operations Leader with over 18 years of UAE-based experience specializing in logistics, large-scale event execution, and warehouse management. Proven track record in coordinating cross-functional teams and managing complex schedules to deliver high-priority initiatives in fast-paced environments. Expert in process optimization, Lean Six Sigma methodologies, and achieving high-level inventory accuracy for global retail brands.

CORE EXPERTISE

- **Logistics & Warehouse:** 3PL Operations, VNA Racking, Receiving, Picking/Packing, and Dispatch.
- **Inventory Control:** WMS (Manhattan, Zoho), ERP Systems, and FIFO/FEFO implementation.
- **Strategic Planning:** SOP Development, KPI Reporting, and Operational Scheduling.
- **Event Logistics:** Live Event Site Deployment, Fleet Management, and Technical Equipment Prep.
- **Leadership:** Manpower Planning, Continuous Improvement, and QHSE Compliance.

PROFESSIONAL EXPERIENCE

GREAT WALL EVENT LLC – Dubai, UAE

Warehouse & Logistics Manager | Jan 2025 – Present

- Own end-to-end warehouse and event logistics operations supporting multiple live events, exhibitions, and activations across the UAE.
- Maintain 95%+ inventory accuracy through structured cycle counts and asset accountability controls.
- Coordinated operational priorities with senior management to ensure successful execution of large-scale events and exhibitions across the UAE.
- Prepared operational updates, performance reports, and issue escalations for management review and decision-making.
- Acted as the key coordination point between warehouse operations, logistics teams, and leadership to ensure timely execution of business priorities.
- Designed and implemented warehouse re-layout and slotting, achieving 20% increase in space utilization and faster picking.
- Plan and coordinate daily operational schedules for material preparation, equipment readiness, dispatch, and return processes to ensure on-time project completion.
- Allocate manpower, equipment, and materials to meet operational output targets during peak event preparation periods.
- Interpret equipment documentation and structured material lists (similar to BOMs) to ensure accurate preparation of technical components such as LED panels, controllers, and power systems.
- Monitor operational KPIs including schedule adherence, productivity, and inventory accuracy to ensure project deadlines are achieved.
- Coordinate preventive maintenance and readiness checks for technical equipment and warehouse assets to ensure operational reliability.

MAAC HOME – Dubai, UAE

Warehouse & Logistics Manager | **Feb 2024 – Jan 2025**

- Managed daily operational planning, inventory control, and dispatch coordination to ensure timely completion of project deliveries.
- Planned warehouse layouts for bulky and ambient storage items, improving accessibility and loading efficiency.
- Coordinated transport routes, delivery schedules, and installation timelines to meet commitments.
- Controlled inventory accuracy, damages, and returns while ensuring HSE and safety compliance.
- Coordinated workforce allocation and operational schedules to meet delivery timelines and operational targets.
- Coordinated operational planning and delivery schedules with management to ensure project deadlines and client commitments were achieved.
- Maintained quality control procedures to minimize damages, rework, and operational errors.

BFL GROUP – Dubai, UAE

Warehouse Operations Manager | **Jan 2022 – Dec 2023**

- Oversaw daily 3PL warehouse operations including receiving, picking, packing, inventory control, and dispatch.
- Designed and monitored operational KPIs including productivity, schedule adherence, and inventory accuracy to improve warehouse performance.
- Optimized stock levels and reduced operational waste through WMS tracking.
- Led recruitment, training, and performance management of warehouse teams.
- Drove continuous improvement initiatives to improve productivity, accuracy, and cost efficiency.
- Implemented continuous improvement initiatives to optimize workflow efficiency and reduce operational waste.
- Reported warehouse performance, KPIs, and operational risks to senior management to support business planning and strategic decisions.
- Coordinated cross-department activities between logistics, procurement, and operations to ensure business targets and service levels were achieved.
- Managed end-to-end warehouse and logistics operations for high-volume international retail and lifestyle brands across sportswear, fashion, luxury, and FMCG sectors in the UAE, including Adidas, Nike, Puma, Reebok, ASICS, New Balance, Skechers, Under Armour, Tommy Hilfiger, Calvin Klein, Polo Ralph Lauren, Lacoste, Guess, Nautica, Esprit, Benetton, Armani, Prada, Gucci, Valentino, Balenciaga, Dolce & Gabbana, Muy Mucho, and Tchibo.

ALSHAYA GROUP – Dubai, UAE

Senior Warehouse Supervisor | **Jun 2008 – Jan 2022**

- Supervised multi-brand warehouse operations supporting retail, e-commerce, and B2B fulfillment.
- Supervised warehouse teams and monitored operational KPIs to maintain productivity, schedule adherence, and service levels.
- Improved warehouse layouts to maximize storage capacity and flow using high-density systems.
- Supported high-volume inbound, outbound, and e-commerce operations under strict SLA requirements.
- Managed yard activities, material movement, picking, packing, and dispatch under strict SLA timelines.
- Improved warehouse layouts to enhance storage efficiency and safe handling practices.
- Supported senior management by providing operational insights, KPI tracking, and workforce performance updates for decision-making.
- Implemented FIFO/FEFO inventory systems to improve stock rotation and minimize losses.
- Managed warehouse documentation including Purchase Orders, Goods Received Notes (GRN), stock transfers, inventory reconciliation, and supplier invoice verification.

- Managed warehouse, distribution, and logistics operations for leading international retail brands across fashion, beauty, health, and lifestyle sectors in the UAE, including H&M, Bath & Body Works, Victoria's Secret, American Eagle, Mothercare, Boots, Debenhams, M·A·C Cosmetics, The Body Shop, and Next, ensuring efficient inventory control, order fulfillment, space utilization, and on-time distribution operations.

EDUCATION

- **MSc in Logistics & Supply Chain Management** | Birmingham City University, UK (2021).
- **Key Training:** Lean Six Sigma Methodology (DMAIC), Process Improvement, and Quality Management.

KEY ACHIEVEMENTS

- **Inventory Excellence:** Maintained 95%–99% accuracy through ERP discipline and SOP implementation.
- **Risk Mitigation:** Developed end-to-end Warehouse & Event Logistics SOPs, reducing losses by 90%.
- **Efficiency:** Designed 200+ structured picking locations to drastically improve warehouse organization.