

# PROFILE



**Deepanie Perera** MBA (Sri J), DPHRM (UK), CPE (Cambridge, UK)

## Summary

Deepanie Perera is the Founder Director and Chief Executive Officer of Target Resource (Pvt) Limited, a business consulting, training, head-hunting and recruitment and research firm founded in 2009, and serving top corporate and public sector enterprises, both locally and globally. She is a Business Consultant, HR Specialist, Trainer, Lecturer, Writer and an International Researcher.

Her successful corporate and academic career involves diverse industries both in manufacturing and service; having held positions in the likes of board director, executive vice president, consultant and course director.

## Expertise

Consulting in all business related areas

Training / Lecturing in Management (Marketing, Process, Human Resource, Customer Dynamics, etc.) | Leadership | Communication | Soft skills

She has addressed a large number of business executives at national and international conferences, and has trained a number of personnel across diverse fields and cultures. She is a regular contributor of academic and current affairs articles to local and international publications.

## Recent Achievements

- Consulting for customer service excellence for a public quoted automobile giant, considered its' best transformation initiative ever in 2011/12 (the company has been in operation for six decades).
- Best ever consulting and training provided to a global multinational license in the fast food industry in 2010.
- Runner up of 'HR Life Time Achievement Award' at IPM's International HR Conference in June 2010.
- Successful launch of MBA HRM program for The Open University of Sri Lanka (2009); today, being among the most successful postgraduate programs of the university.
- 100% student pass rate for an Australian MBA in October 2010 and Bachelor's degree (Australia) in October 2010 (Edith Cowan University, Perth, Australia).
- Led a Rs. 2 Bn business plan and aligned 20 associate business unit plans accordingly, including organizational restructure and culture change for a multinational corporate blue chip (2007-2008)
- Setting up of a highly successful group human resource development department and corporate communication department for a group of companies, with proven results. Initiated and led many group wide initiatives with an emphasis of engaging people (2006-2008)
- Nominated for '*Brandix Associate of the Years 2003*' and '*Brandix Values Champion 2005*'.

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## Recent Assignments

- International research on ethical dilemmas faced by business leaders and managers (2011/12) in conjunction with the Edith Cowan University, Perth, Australia.
- Training and consulting for the Wild Life Conservation Department Sri Lanka (since August 2009)
- Corporate consulting, HR consulting and training for local and multinational enterprises. Some of the companies include: Pizza Hut, United Motors (selling 'Mitsubishi' vehicles), CIMA Sri Lanka Division, Dialog Axiata, Global Sea Foods, Barista, Fonterra, Medigain, Virtusa, Millennium IT, Overseas Realty, Wall Art, etc.
- Vice Chairman of the Business School Committee of IPM Sri Lanka (ongoing)
- Head of the National HR Issues Sub-Committee of the Research Committee of IPM Sri Lanka (ongoing)
- Member of IPM Sri Lanka PQHRM Syllabi Review Committee (2012 and ongoing)
- Consultant for IPM Sri Lanka resource panel
- Consultant for a new hair school (2012)
- Course Director for an MBA in HRM of a local state university (2009).
- Lecturing for a management development program of Association of Accounting Technicians Sri Lanka (since 2009).
- Lecturer for an Australian MBA (since 2009) (Gibaran Group – AIBA and Edith Cowan University)
- Lecturer for a sought after Australian International MBA and Undergraduate program (since 2010).
- Lecturer for Professional Qualification in HRM at the Institute of Personnel Management (IPM), Sri Lanka INC. (since 2010).

## Qualifications

- MBA from the Postgraduate Institute of Management (PIM), University of Sri Jayewardenepura, Sri Lanka
- Diploma in HRM from the United Kingdom

## Contact information

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