

Sumith De Silva

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Certified Professional Marketer (Asia)

Practicing Marketer (SL)

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• VISION

“To Be a Role Model in Developing People and Organizations”

• AREAS OF EXPERTISE

• <i>Marketing for Organizations</i>	• <i>Application of Balanced Score Card</i>
• <i>Customer Care/Client Satisfaction</i>	• <i>Employee Attitude Development</i>
• <i>Strategic Management</i>	

• CAREER IN TRAINING AND CONSULTANCY

- *Currently heading the business and marketing development component of the National Cooperative Council's Project on Co-operative Capacity Development in Sri Lanka.*
- *Developed training modules on Strategic Planning for Co-operatives, Marketing Planning for Consumer Business Development, Customer Care Development, Management and Team Building and Marketing for Co-operative societies in Sri Lanka.*
- Have guided Co-operative societies for positive changes in business through **strategic planning and technical support**. *(Around 100 cooperatives have been consulted to prepare strategic plans. Conducted more than 200 workshops and training programs on Strategic planning, Marketing, Marketing planning, Consumer business development, Management and Customer care over the past four years reaching around 170 Co-operatives in 15 districts. Approximately 2500 people have been trained in different parts of the country; including the North and the East)*
- Lead trainer/consultant to develop strategic plans for 20 Co-operative District Councils island wide for a period of five years from 2012-2017.
- Lecturer in marketing at **Sri Lanka Institute of Marketing** for Certificate and post graduate level marketing courses.