

SUMITH PERERA

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Experienced Sales and Commodity Trading Professional with over 12 years in the industry, specializing in trading of different types of fertilizers. Possess in-depth knowledge of market dynamics, risk management, and a strong network of industry contacts.

KEY SKILLS:

- **Sales Excellence:** Consistently met or exceeded sales targets by identifying opportunities, building strong client relationships in B to B and B to C markets and providing innovative solutions.
- **Commodity Trading:** Proficient in executing trades, managing risk exposure, and optimizing trading strategies to ensure profitability.
- **Market Intelligence & Analysis:** Information obtained through different sources and analyze to make informed trading decisions.
- **Risk Management:** Developed and implemented risk management strategies to protect against market fluctuations and unforeseen events.
- **Customer Relationship Management:** Established and maintained long-term client relationships by providing exceptional service and tailored solutions.
- **Negotiation:** Skills in negotiating complex contracts, pricing agreements, and terms with clients and counterparties.
- **Regulatory Compliance:** Ensured adherence to all relevant regulations, formalities and compliance requirements in the trading and sales processes including international tenders.
- **Team work:** Collaboration and knowledge sharing with.
- **Technical Proficiency:** Coordinated large scale discharge port operations of bulk in vessel and containers shipments of fertilizers including lay time management.

PROFESSIONAL EXPERIENCE:

Manager

Globalcrop Trading FZE, United Arab Emirates.

31/05/2022 – Present

- Analysed markets using available data and exploring business opportunities.
- Reached out to fertilizer importers through direct telephone calls, Internet, emails and referrals and covert to prospective customers.
- Maintained highly detailed product knowledge and familiarity with fertilizer products with seasonal demand.
- Managed sales proactively, assisting customers with queries, complaints, and purchases.
- Managed international fertilizer tenders in line with the tender procedures, guidelines, regulations, compliances, terms and conditions of respective countries.
- Negotiating contractual terms including secured international financial instruments and entering into contracts.
- Coordinating Procurement, logistics and shipping, quality inspection, discharge port formalities and operations including bag & bagging operation up to delivery as per agreed incoterms.

Manager

Cropline International (Pvt) Ltd., Sri Lanka

01/04/2021-30/05/2022

- Prepared tender documents, represented in public and private fertilizer tenders and entered into contracts as the sole agent and the distributor for Govita International FZE, UAE, the principle.
- Maintained highly detailed product knowledge and familiarity with fertilizer products with seasonal demand.
- Coordinated discharge port/load port arrangements including product inspections, freight, payments, bonds, guarantees clearing & dispute management arbitration procedures, claims handling & settlements.

Executive- Fertilizer Sales and Marketing

ETG Inputs Holdco Limited, Dubai

01/06/2016 – 31/03/2021

- Developed & implemented a business plan for Sri Lanka, Sierra Leone & achieve an annual sales budget of USD 50 million.
- Maintained high levels of customer relationship and liaised with respective authorities to ensure smooth business operation.
- Coordinated large-scale fertilizer discharge port operations and logistics arrangements including bags & bagging operation and payments, bonds, guarantees clearing & dispute management including arbitration procedures, claims handling & settlements.
- Prepared lay-time calculations of the bulk and break-bulk vessels and handled settled claims accordingly.

Authorized Agent (Sri Lanka)

Agri-Commodities & Finance FZE, ETG Dubai -

01/01/2014 – 31/05/2016

- Prepared tender documents, represented in public and private fertilizer tenders and entered into contracts on behalf of the principals.
- Coordinated discharge port arrangements, payments, bonds, guarantees clearing & dispute management arbitration procedures, claims handling & settlements.
- Achieved an annual sales budget of USD 20 million.

EDUCATION:

- **MBA in international Business** **2016**
University of Greenwich, UK
- **BA(Hons) in Marketing Management** **2012**
Coventry University, UK
- **Diploma in Marketing (Sri Lanka)** **2006**
Sri Lanka Institute of Marketing, Sri Lanka

CERTIFICATIONS:

- Language test – IELTS general training certified by British Council (Test Report Form Number: 23LK004636PERO001G Date-08/06/2023) with Overall band score-6.0, CEFR Level-B2.
- WES - Educational Credential Assessment for immigration, Refugees and Citizenship Canada
- Canadian Equivalency: Master's Degree – Credential: Master of Business Administration, Major: International Business – University of Greenwich.

COMPUTER AND TECHNOLOGY KNOWLEDGE:

- Good knowledge in MS Windows, MS Excel, MS Word, and MS Outlook

ADDITIONAL INFORMATION:

Work conditions and physical capabilities:

- Exceptional attention to detail.
- Thrives in a fast-paced environment.
- Proven ability to meet tight deadlines and excel under pressure.

Personal Suitability:

- Client-focused mindset
- Highly dependable and reliable
- Adaptable and flexible in dynamic work environments
- Organized and goal-oriented
- Strong team player with excellent communication skills

References: Available upon request