

Dinal Edirisinghe

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CAREER OBJECTIVE

Strategic Management Professional with 17 years of managerial experience venturing to Lead with Impact and create the 'Right to Win' in the Asia Pacific region

EXPERIENCE

Surmount Ventures, Group CEO

Sri Lanka, Dec. 2023 – Present

Surmount Management Consulting

- Capabilities for All Industries: Strategy/Finance/Innovation, Growth/Marketing/Sales, Digital Transformation, Leading with Impact & Global Business/APAC & MENA Focus
- Industry Focus: Digital Economy/New Ventures, Banking, Leisure, Telco & Consumer Businesses

Serendipity: Boutique Hotels, Destination Management & Ayurveda

Surmountchain: Food Traceability SaaS Solution for Sri Lankan Tea, Cinnamon & Rice industries serving the markets of Japan, Australia & Singapore

HUTCH Sri Lanka, Head of Digital Acquisition & Recharge

Sri Lanka, Apr. 2022 – Nov. 2023

Launching first in the market eSIM for 10% & 3rd in the market player before 55% market leader and leading the Do-It-Yourself SIM, Digital Recharge (25% of total) & Strategic Partnerships verticals for subsidiary of CK Hutchison Group (Relationships handled: Meta, Standard Chartered & Fairfirst)

Boston Consulting Group, Digital Transformation MBA Analyst

Singapore, Feb.-Jun. 2021

- Led and facilitated a BCG RISE Digital Transformation skills development project for 50 mid-career professionals with the Singapore Government while reporting to MDs, Partners & Team Leads
- Recommended for Full-Time Band 4 Role in BCG Sri Lanka by current Director/Partner Singapore

United Overseas Bank, Team Lead-NUS MBA Consulting Project

Singapore, Jan.- Apr. 2020

Led a diverse NUS MBA Consulting Team that strategized a Blockchain/Traceability Solution for the Palm Oil/Food Industry which was implemented by MD - APAC Corporate Banking Sector Solutions

Surmount Ventures, Founder

Sri Lanka, Jan. 2016 – Jul. 2019

Inbound Travel & Marketing Consulting Company with 2x YoY Revenue Growth, 26% ROI & 11% NPM

Aitken Spence, Manager-Marketing & Sales

Sri Lanka, Nov. 2011-Dec. 2015

- Led, restructured and developed the Global Corporates & Institutional segment worth USD 12 Mn in annual revenue for the Sri Lanka Market Leader with hotels in Maldives & Oman
- Led key global account relationships such as Air Bus, Oliver Wyman, Mars, Unilever & 200 others

HSBC, Manager-Corporate & Retail Banking

Sri Lanka, Nov. 2007-Feb. 2011

- Profitably managed a global and local corporate banking portfolio of USD 1 Mn revenue for HSBC Sri Lanka providing a suite of Credit, Trade, Payments & Cash Management Solutions
- Revamped the HSBC Rewards Program and drove the people strategy for the retail team of 700+

EDUCATION

National University of Singapore (NUS) MBA

Jun. 2021

Double Specialization: Finance & Marketing, MBA Achievement Scholarship & GPA:4.5/5

American University in Cairo, Egypt & University of Notre Dame, USA, BBA

Jun. 2007

GLOBAL AWARDS

- 4th Place, Global Young Marketers' Contest, International Advertising Festival *France, Jun. 2012*
- Winning Team, HSBC Apprentice, HSBC Asia Pacific *Hong Kong, Nov. 2009*