

# Dr. K. Ananda Jayawardane

## Curriculum Vitae

### (1) Personal Information

**Name in Full** : **KARUNADIPATHIGE ANANDA JAYAWARDANE**

**Name with initials** : K.A. Jayawardane

**Residential Address** : 57/16, Gemunu Mawatha, Hantane Place,  
Kandy,  
Sri Lanka  
**or**  
27, Jayathilake Gardens, Waragoda, Kelaniya,  
Sri Lanka

**Official Address** : Link Natural Products (Pvt.) Limited, CIC House,  
Kew Road, Colombo 2 , Sri Lanka

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**Date of Birth** : 9<sup>th</sup> March 1946

**Civil Status** : Married

## **(2) Academic Qualifications and Training**

### **2.1 Academic Qualifications:**

- B.Sc (Special) Degree in Chemistry with Honours, University of Ceylon, Peradeniya
- MBA (with specialization in Entrepreneurship and Management), University of Northwest, USA
- PhD ( Research on Entrepreneurship and Management in Family Businesses), University of Northwest, USA

### **2.2 Training:**

#### **(a) In foreign Countries**

- Advanced Management Development Programme , Chelwood Vachery , UK. ( An international management development programme specially designed to upgrade knowledge and skills of Senior Corporate Managers across the world)
- Management Training Programme , Souza Cruz, Brazil.( An international management programme aiming at development of functional knowledge and skills)
- Finance for Non-Finance Managers, British American Tobacco(BAT), Malaysia.( A programme conducted for the improvement of Finance and Accounting knowledge of Senior Managers)
- Rural Agribusiness Development and Management, Asian Institute of Technology, Thailand(A Certificate of Professional Development offered by AIT)
- Several study tours on agricultural development and agribusiness management in India, Thailand, Malaysia, Iran, Israel, Indonesia, Kenya, South Africa, Netherlands & Brazil.

- Familiarizations/ exposures on managerial aspects in leading business organizations in India, Malaysia, Singapore, Hong Kong, UK, Kenya, France, Germany, Switzerland, Italy, Belgium & Netherlands.
- BAT Leaf Directors' conferences, South Africa & Kenya.(A series of 1 conferences for exchange of best managerial practices among Leaf Directors' of BAT Group of UK)
- Laboratory Services Management , UK.( A specially arranged training programme at the Group Research & Development Centre of BAT,UK)
- Advanced Product Technology Course , UK.( A course conducted by BAT,UK for Managers selected from its operating companies across the world)
- Taste & Flavour evaluation – Malaysia, Singapore, Indonesia, India, & Hong Kong.( A series of courses conducted by BAT,UK for Managers selected from its operating companies across the world)
- Tobacco Grading Course ,Kenya.( A course conducted by BAT, Kenya)
- World Tobacco Conference , Hong Kong.(A global conference where multi-disciplinary issues pertaining to management of tobacco businesses are discussed)

**(b) In Sri Lanka**

- Management Development Programme( Ceylon Tobacco Company)
- Manufacturing Resource Planning ( MRP)-( BAT,UK and Ceylon Tobacco Company)

Training programmes on the following and related topics were conducted by several professional trainers/training organizations .

- Team building and Leadership skills
- Corporate planning
- Strategic Planning
- Marketing Management

- Distribution and Sales Management
- Financial Management (for non-finance managers)
- Human Resource Management
- Change Management
- ISO Quality Management System
- Total Quality Management
- Productivity
- Interviewing skills
- Negotiation skills
- Communication skills
- Holding productive meetings
- Industrial safety
- Computer Literacy

### (3) Professional Qualifications

- Chartered Chemist & Member of the Institute of Chemistry Sri Lanka
- Fellow of the Chemical Society, London

### (4) Career Details & Experience Gained

<p><b>4.1</b>    <b>CIC Group</b>  <b>199, Kew Road</b>  <b>Colombo</b>  <b>(1998 to date)</b></p>	<p><b>Executive Director, Link Natural Products</b>  <b>Executive Director, Chemanex PLC</b>  <b>Executive Director, CIC Agribusinesses</b></p>
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**Organization:** CIC is a leading business organization in Sri Lanka which is ranked among the first ten successful companies in the country. It was an associate company of Imperial Chemical Industries (ICI), United Kingdom. The main focus areas of the group include Chemicals, Industrial Intermediates, Paints, Agriculture, Pharmaceuticals, Health Care, Household Items, Natural Products, Trading, and related fields. This organization is engaged in a wide spectrum of activities ranging from provision of agricultural inputs and industrial intermediates,

manufacturing/production, processing, distribution, sales and marketing covering agriculture, manufacturing and service sectors.

### **Experience Gained:**

- Provided leadership and strategic direction to business development, production management, quality assurance, product development, human resource management, general administration, services and agricultural advisory services.
- Held the responsibility for overall management of projects, R&D, quality, product development, market development, agribusiness and human resource development activities.
- Spear-headed the development activities related to agribusiness ventures in fertilizers, seed, planting material, bio-technology, micro irrigation, green house technology, laboratory analytical services, quality systems, blending, product design, product development and agro consultancy.
- Established technical partnerships and business linkages with reputed international organizations thereby introducing advanced technologies and achieving a competitive edge in the Sri Lankan market.
- Liaised with key Government Organisations, NGOs and relevant local & foreign agencies.
- Provided leadership to project teams dealing with introduction of pioneering new technologies and products such as balanced plant nutrient fertilizer blends, fertigation mixtures, micro propagation of planting material, design & installation of micro irrigation systems, design & installation of green houses, analytical services related to soils, water & plant components.
- Functioned as the Director-in-charge (Management Representative) and provided the leadership and direction to Quality Development Team of the company which enabled the organization to receive ISO9001 quality systems certification.
- Contributed to the public and private sector partnership in agricultural development of Sri Lanka by taking over and managing

the ADB funded Perennial Crop Development Project in four key Districts.

**4.2 British-American Tobacco Company (BAT), UK** :  
**Ceylon Tobacco Company Ltd.(CTC) , Sri Lanka** :  
**Pioneer Tobacco Company( PTC), Ghana, West Africa** :1975-1998

**Organization:** British - American Tobacco (BAT) of UK is a leading multinational company dealing with agriculture, manufacturing and marketing of cigarettes and other smoking products in over 100 countries worldwide.

Ceylon Tobacco Company which is a subsidiary of BAT, functions as a monopoly in Sri Lanka and is involved with domestic as well as export business operations dealing with tobacco and cigarettes. It is one of the topmost companies in the country.

Pioneer Tobacco Company is a subsidiary of BAT , operating in Ghana. It is one of the topmost companies and the market leader of the tobacco industry in that country.

**Experience Gained:**

**Head of Product Technology, CTC : 1997-1998**

- Functioned as the Head of Product and Quality Development Department of the company.
- Planned and executed product strategies and development plans.
- Provided advice/guidance and coordinated the integration of product monitoring, quality systems, product development, marketing and customer services.
- Functioned as the custodian of product specifications of the company.
- Developed and implemented customer feedback and response systems.

**Leaf Director, Pioneer Tobacco Company, Ghana, West Africa : 1995-1996**

( On secondment, which is a rare opportunity given to proven Senior Managers of BAT for career advancement)

- Held the overall responsibility for growing, purchasing, processing, export, import and effective usage of tobacco.
- Held the accountability for Finance, Human Resources, Marketing and related functions within the Leaf Department.
- Provided leadership to over 200 employees.
- Implemented company and group policies to ensure continuity and growth of the business.
- Identified and exploited opportunities in order to seek productivity and profitability improvements.
- Adapted most appropriate technologies and the best practices as catalysts for achieving market growth and other business objectives.
- Trained/developed and motivated a team of managers in order to take the organization forward to meet the challenges of the 21<sup>st</sup> century.

### **Leaf Operations Manager (CTC)**

**General Manager ( CTC Leaf Exports Ltd.) : 1991-1995**

**Organization (CTC Leaf Exports Ltd.) :** Subsidiary of CTC, established as a BOI registered company in Sri Lanka, for growing, processing and export of burley tobacco.

- Functioned as the Chief Executive Officer of CTC Leaf Exports and the Deputy Head of the Leaf Division of CTC.
- Provided leadership to over 400 employees.
- Overlooked the functions of Leaf Processing/Plant Management, R&D, Leaf Blending and Engineering Departments.
- Held the overall responsibility for the total management of CTC Leaf Exports Ltd.
- Liaised with key Government organizations such as Board of Investment (BOI and Mahaweli Development Authority of Sri Lanka.
- Developed export markets and business linkages with foreign organizations.

### **Added Responsibilities :**

- Provided leadership to a team of agriculturists who were engaged in the promotion of soya bean and corn cultivation in the Mahaweli system H & C areas
- Overlooked the functions of CTC fruit development project in the Mahaweli system C area.

### **Leaf Development & Plant Manager : 1990-1991**

- Overlooked two key functions of the Leaf Division i.e. Leaf Development (R&D, staff/farmer training, leaf blending/quality assurance and cigarette storage & distribution departments) and Plant Management (Leaf processing/plant management, storage, engineering services, human resource management, and industrial safety/health departments) .
- Directed operations such as production, exports, industrial relations, engineering/technical services, liaison with other key departments etc.

### **Leaf Development Manager : 1989-1990**

- Overlooked the functions of R&D, Staff/farmer Training, Leaf Blending/Quality Assurance and cigarette Storage & Distribution Departments.
- Revived/expanded tobacco cultivation in identified development areas.
- Developed and introduced new/ appropriate technologies.

### **Leaf Blending Manager : 1983-1989**

- Held the responsibility for leaf blending, product design, product development and laboratory services.
- Liaised with the technical experts of BAT on a worldwide basis and provided technical support services to other operating divisions.

### **Laboratory Services Manager : 1980-1983**

- Held the responsibility for providing agricultural and technological laboratory services to operating divisions.
- Liaised with the technical experts of BAT on a worldwide basis and provided technical support services to other operating divisions.

### **Research & Development Manager : 1978-1980**

- Planned & executed agricultural R&D programmes of the company.
- Conducted agricultural staff and farmer training programmes with special emphasis on the application of research findings for productivity improvements.
- Held the responsibility for seed production.

### **Area Manager : 1977-1978**

- Provided leadership to a team of agricultural extension staff who were engaged in the revival of tobacco cultivation in rural areas through organization of farmers and development of infra structural facilities.
- Liaised with the statutory organizations and other external agencies.
- Implemented tobacco production and purchasing programmes.

### **Resident Manager ( Agricultural Project) : 1976-1977**

- Provided leadership to a team of agricultural staff attached to a 1000-acre development project.
- Liaised with the statutory organizations and other external agencies.
- Developed markets for the crops grown.

### **Trainee Manager : 1975-1976**

- Underwent an extensive practical training in agricultural activities in addition to a general management training in Production, Marketing, Finance, Human Resources and related functions.

### **4.3 Senior Executive, Masons Mixtures Ltd, Browns Group of Companies : 1974-1975**

**Organization:** A large manufacturing & marketing company in Sri Lanka, which is dealing with agricultural, chemical & household products.

- Held the responsibility for production, quality assurance, industrial relations and liaison with other internal & external agencies.
- Conducted development work on new & existing products.

### **4.4 Chemist, Ceylon Fertilizer Corporation : 1971-1974**

**Organization :** A large Government corporation dealing with imports, blending, distribution and marketing of fertilizers in Sri Lanka.

- Joined as the first Chemist and was responsible for the establishment of a laboratory & a quality assurance department.
- Held the additional responsibility for R&D, technical advisory services, training and customer services.
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### **4.5 Assistant Lecturer, University of Ceylon, Peradeniya : 1970-1971**

**Organization :** One of the oldest and the largest universities in Sri Lanka.

- Conducted lectures & tutorials in Chemistry.

### (3) Special Achievements

#### CIC

- Conducted several comprehensive studies and arranged to re-structure / re-engineer business processes of group companies for productivity improvement.
- Prepared project proposals, technical capability reports, bid documents, etc., which enabled the company to be successful in the selection of a leading private sector organization to manage advisory services of ADB funded Perennial Crop Development Project.
- Provided leadership to a team of field staff attached to the above project and successfully introduced a fee-based agricultural advisory service ( user-pays-system) as suggested by the ADB, for the first time in Sri Lanka ( & this region).
- Provided leadership to achieve ISO 9001 certification for the company for the first time in the fertilizer industry in Sri Lanka.
- Developed the infra structure for a modern bio technology and high-tech horticultural commercial unit.
- Made a significant contribution in the development of a vision to transform sustenance farming to commercial agriculture in Sri Lanka.
- Successfully led the development team and established viable agri technology and agro consultancy services.

#### **British American Tobacco Company( BAT), UK**

- Became the second Sri Lankan, in a history of over 70 years, to be selected by BAT, for the post of a Leaf Director of a foreign company.

### **Ceylon Tobacco Company**

- Provided leadership, to a successful project on the integration of tobacco growing with other farming activities of large Mahaweli Development areas of Sri Lanka.
- Developed a viable export business through the establishment and management of a new subsidiary company.
- Spear-headed the projects, planned and established new laboratory and a leaf blending/product development department.
- Spear-headed the project, planned and established new laboratory and a fertilizer quality assurance unit.
- Led the quality drive and achieved considerable improvement in company products.
- Developed and launched several new successful products.

### **Pioneer Tobacco Company, Ghana**

- Initiated quality drive and spear-headed a special project on the improvement of quality of company products

### **Masons Mixtures Ltd, Browns Group**

- Planned and established a new laboratory and a quality assurance/R&D department.
- Developed and launched several new products which were successful in the market.

### **Ceylon Fertilizer Corporation**

- Planned and established a new laboratory and a quality assurance/ technical advisory department.

<b>(4) Positions held in National Organizations</b>
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- President, Protected Agricultural Entrepreneurs' Association of Sri Lanka

- Executive Council Member, National Agribusiness Council of Sri Lanka

### **(5) Social Activities**

- President, Lions Club of Senkadagala, Kandy, Sri Lanka (1992-1993)
- Cabinet Officer, Lions Clubs International (1993 –2009)
- President, Ceylon Tobacco Company Sports Club (1992)

### **(6) Family**

- Wife – Managing Director, Media Vision (Pvt) Ltd., Kandy, Sri Lanka (Publishers of the Kandy News paper)
- Daughter & two sons – Employed

K. A. JAYAWARDANE

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