



ASANKA GUNARATHNE

MBA (AeU, Malaysia), EMSc (AeU, Malaysia), DPM (IBMI Germany),
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Merchandising & Offshore Production Manager



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SUMMARY

Experienced Merchandising and Production Manager with over 20 years in apparel sourcing, product development, and operations management across Sri Lanka and Cambodia. Proven track record in handling multi-million-dollar accounts, leading cross-functional teams, and optimizing production processes to achieve cost savings and on-time delivery. Skilled in vendor management, fabric development, and implementing quality control systems. Adept at forecasting, strategic planning, and driving operational efficiency while maintaining strong client relationships in international markets.

AREAS OF EXPERTISE

- Apparel Sourcing
- Merchandising Management
- Product Development
- Production Planning
- Vendor Management
- Supply Chain Optimization
- Quality Assurance
- Fabric Inspection
- Cost Analysis & Reduction
- Team Leadership
- Forecasting & Scheduling
- International Account Management
- Contract Negotiation
- Process Improvement
- Inventory Management
- Training & Staff Development

EXPERIENCE

Merchandising & Offshore Production Manager | Jan 2022 - Present

Indochine Apparel (Cambodia) Ltd., Cambodia

Responsible for merchandising, product development, and off-site production activities, working closely with customers, suppliers, and manufacturing partners to manage products from development through production and delivery.

Key responsibilities include:

- Managing customer requirements from product development through bulk production and delivery.
- Coordinating product development, sampling, costing, material sourcing and production readiness.
- Developing and negotiating commercial pricing based on product specifications, materials, construction, production requirements and order volumes.
- Managing off-site production and coordinating with external factories and suppliers to ensure capacity, quality, cost and delivery requirements are achieved.
- Evaluating and developing suitable suppliers and manufacturing partners according to product requirements and customer expectations.
- Coordinating with internal and external teams across merchandising, technical, sourcing, production, quality and logistics.
- Supporting customer communication and commercial negotiations throughout the product lifecycle.
- Monitoring production progress, identifying potential risks and implementing corrective actions to protect delivery commitments.
- Supporting continuous improvement in sourcing, production processes, costing and supply chain efficiency.
- Building long-term relationships with customers, suppliers and manufacturing partners across Cambodia and Asia.

Merchandising & Product Development Manager | Operations Manager | Sourcing & Merchandising Manager |

July 2016 - Jan 2022

Pactics Cambodia Co. Ltd., Cambodia

Progressed through sourcing, merchandising, product development, and operations leadership roles, gaining broad responsibility across customer management, product commercialization, supplier development, and manufacturing operations.

- Managed customer accounts and product development from initial requirements through commercialization and production.
- Led costing, pricing, sourcing and supplier negotiations across multiple product developments.
- Developed and managed supplier and manufacturing relationships based on capability, quality, cost and delivery.

- Coordinated production planning, capacity, quality and delivery across internal and external manufacturing operations.
- Worked closely with customers, technical teams, suppliers and factories to resolve complex product and production challenges.
- Supported business growth through new product development, supplier development and improved manufacturing solutions.
- Led cross-functional teams across merchandising, sourcing, technical, production, and supply chain functions.
- Identified opportunities for operational improvement, cost optimization, and improved customer service.

Senior Sourcing Merchandiser | May 2015 - July 2016

Crystal Martin International (Cambodia) Ltd., Cambodia

- Managed sourcing and merchandising activities supporting apparel product development, customer requirements, and manufacturing execution.
- Coordinated product development, costing, material sourcing, sampling, and production follow-up.
- Worked with factories, suppliers, and internal technical teams to deliver customer requirements.
- Supported supplier evaluation and development based on capability, quality, cost, and delivery.
- Managed commercial discussions and pricing negotiations with suppliers.
- Monitored product and production risks and coordinated corrective actions.
- Built a strong understanding of international sourcing, manufacturing, and customer expectations within a large-scale apparel organization.

Senior Merchandiser → Merchandiser → Junior Merchandiser → Fabric Technologist July 2004 - Apr 2015

Hela Clothing (Pvt) Ltd, Sri Lanka

Progressed through technical, merchandising and customer-facing roles over an 11-year career, developing broad expertise across fabric technology, product development, merchandising and apparel manufacturing.

- Managed apparel product development from initial customer requirements through sampling and production.
- Developed strong technical expertise in fabrics, materials, garment construction and manufacturing processes.
- Coordinated with customers, suppliers, technical teams and production departments.
- Managed sampling, costing, materials, production follow-up and delivery requirements.
- Supported fabric and material selection based on product performance, quality and commercial requirements.
- Worked closely with production and technical teams to improve manufacturability and resolve product-related issues.
- Developed a strong understanding of the relationship between product design, fabric selection, garment construction, cost, and production efficiency.
- Progressed from a technical fabric role into merchandising and senior merchandising responsibilities.

PROFESSIONAL QUALIFICATIONS

Lean Six Sigma Yellow Belt | 2021 Anexas

Lean Six Sigma Green Belt | 2018 LinkedIn Learning

Certificate in Project Management Foundations Procurement | 2017 Project Management Institute, Sri Lanka

Certificate in Fabric Inspection for Textile & Garment Industry | 2008 TTSC, Sri Lanka

Certificate in Textile Technology for Garment Industry | 2006 University of Moratuwa, Sri Lanka

Customer Accreditation Certification | 2005 – 2009 Nike Material Inspector

EDUCATION

Master of Business Administration | 2022 Asia E University Malaysia

Executive MSc in Strategic Marketing | 2019 Asia E University Malaysia

Diploma in Project Management | 2018 IBMI, Berlin, Germany

National Diploma in Technology | 2003 University of Moratuwa, Sri Lanka

BRAND & PRODUCTS PORTFOLIO

- **C&A (Germany):** Sweaters, Outerwear, Blazers, Tops, Dresses and Pants
- **Calvin Klein (CK) (USA/Europe):** Sweaters, Outerwear, Blazers, Tops, Dresses and Pants
- **Walmart (USA / Canada):** Sweaters, Outerwear, Blazers, Tops, Dresses and Pants
- **JCPenney (USA):** Sweaters, Outerwear, Dresses, Tops and Pants
- **ASOS (UK):** Outerwear, Blazers, Tops, Dresses and Pants
- **Maurices (USA):** Ladies' Tops, Dresses, Pants and Blazers
- **Columbus Running (USA):** Sublimate Sportswear Men's & Women's
- **Luxottica (Italy, China, USA):** Sublimate Sunglass cover micro bag, cleaning cloth
- **Gogglesoc (USA, Canada, EU, UK):** Sublimate goggle cover, Sublimation Sunglass cover, Sublimate Helmet visor cover, Reusable face wear
- **Oakley (USA Military, USA, China):** Sportswear Men's & Women's, Top, Bottom, Bags & backpacks, Sublimate Sunglass cover micro bag
- **Chico Bag (USA, Japan):** Recycled materials, reusable shopping bags, Backpacks, Solid colour & sublimation, Reusable face wear
- **ELEPH-BO (Switzerland):** Luxury traveler backpack, all kinds of backpacks, Tote bags, Shopping bags (all products made using recycled materials)
- **Armani Exchange (Italy, China, USA):** Sunglass cleaning cloth, Sunglass micro bag (screenprint)
- **Gucci (Italy, China, USA):** Sunglass Micro bag, cleaning cloth
- **Ray-Ban (Italy, China, USA):** Sunglass Micro bag, Eyeglass micro bag, cleaning cloth
- **Lite Gear (USA):** Duffle bag, Backpack, Tote bag, RFID city pack, Kopressor cubes, Travel pack
- **Dior (North America, South America, Middle East, EU, Canada, Australia, Hong Kong & Japan):** Travel bag, Tote bag, Sunglass cleaning cloth, Men's t-shirt & Polo
- **Klattermusen (Sweden):** Men's & Women's T-shirts & Tops, hiking backpacks, Climbing backpacks
- **Original Marines (Italy, Jordan, USA, France):** Children's wear, Men's & Women's
- **Levis (USA, EU, Asia & Pacific, Africa & Middle East):** Men's & Women's T-shirts, Polo, Sweaters & Sweatshirts
- **Ts (UK):** Leggings
- **OVS (Italy):** Women's pajamas & slippers, T-shirts & Tops, Men's T-shirts
- **Giorgio Armani (Italy):** Women's T-shirts, Men's T-shirts & Polo Shirts
- **Perofil (Italy):** Men's T-shirt, Tank top, Pajamas, Shorts
- **Loquid Knits (USA):** Women's Tops
- **HSN (USA):** Women's Tops
- **M&S (UK):** Lingerie, Women's tops, Blouses, Light wears
- **Next (UK):** Girls, Baby boys, Girls T-shirts, Sleepwear, Men's t-shirts & tops, Women's t-shirts & tops, Jumpsuits, Leggings, Lingerie
- **George/Asda (UK):** Lingerie, Nightwear
- **Lidl (Germany):** Lingerie, Tops, Dresses, Pants, Blazers & Blouses
- **Tesco F&F (UK):** Kidswear, Women's tops

SOFTWARE SKILLS

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|-----------------|-------------------|-------|
| • Eplan / Gapro | • Sytline | • WFX |
| • Spec3 | • Blue Crate Card | |

PERSONAL INFO

- **Address:** 23, Street NW2, Kambol, Phnom Penh, Cambodia
- **Date of Birth:** 22nd of October 1981
- **Nationality:** Sri Lankan: **Marital**
- **Status:** Married

REFERENCES

Available Upon Request