

THUSHAN SHANMUGARAJAH

BUSINESS DEVELOPMENT MASTERMIND, GROWTH ACCELERATOR, AWARD WINNING ENTREPRENEUR

DETAILS

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LINKS

[Linkedin](#)

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SKILLS

Creative Problem Solving



Cross-Functional Team



Conversion Rate Optimization



Business Development



Customer Acquisition



Business Strategy



Change Management



Product Management



GoToMarket Strategy



Building MVP



Innovation Management



PROFILE

A dynamic entrepreneur with 10+ years of experience in building multiple digital business ventures, who thrives on solving problems and achieving outcomes.

I excel in making key decisions and working with other professionals to achieve goals and solve problems. Experienced in managing employee and cross-functional teams, and dedicated to successfully directing business growth.

Given my mix of technical and people skills, I can help your business grow by leading initiatives building new digital ventures, identifying new business opportunities, cultivating and maintaining relationships with executive business partners, and spearheading effective sales and market penetration strategies. I am able to visualize success and identify unconventional yet highly effective strategies for achieving it.

PROFESSIONAL HISTORY

Co-Founder & Director Corporate Strategy, Knightsbridge Technologies

Colombo

Apr 2017 — Apr 2022

Co-founded the loyalty solution business and secured the first bank as a customer. I was involved in supporting the client bank with a smooth transition of 500,000 customer profiles to a fully digitalised loyalty business operation.

Facilitated domain knowledge to develop an in-house Loyalty Business Management System that allows Banks to onboard clients, integrate with transactions with merchants, consumers and payment gateways, tabulate point accruals, manage redemption, and provide analytics into consumer behaviour and a payment interface to conclude transactions.

Played a consultative role with leading Banks in Sri Lanka, clients including Standard Chartered Bank, Bank of Ceylon, and National Development Bank; assisted clients through clearly articulated steps needed for conceptualising, implementing, managing, and measuring loyalty programs.

Directed effective marketing strategy to build a reputation as the market leader for loyalty solutions and help the company rapidly acquire 4 leading credit card issuers as clients: covering over 1 million loyalty program members and managing loyalty points value of over \$ 5 million.

Co-Founder & CEO, findmyfare.com

Colombo

May 2012 — Aug 2021

Pioneered No 1 travel brand in Sri Lanka which captured ~6% of the outboard market. Managed to develop an extensive and loyal customer base as well as strategic partnerships with leading global airlines, local hotels and financial institutions such as Mastercard & Visa.

HOBBIES

I play Badminton, Cricket, Golf, Squash and Tennis

I also do Cycling, Hiking, Kayaking, Snorkelling and Surfing

Innovated a reliable new way of making travel reservations, allowing the rapid adoption of booking travel online. Steered the company to win the award as the best travel technology company by SATA (South Asia Travel Award) in 2016. This was popularised as “book-now-pay-later” and subsequently adopted by the airline website to offer the same.

Successfully scaled the company by raising over \$5M+ capital from Angels, Banks, VCs and PE Funds between 2015 and 2020. Extensive experience in equity capital raising, managing investor relationships, reporting to the board, making key decisions working with fellow board members to achieve company goals.

In 2021, I proposed a roll-up opportunity to bring together the leading online players in the travel sector in South Asia (ex. India) to create a dominant regional entity. Persuaded Xpdite Partners, a travel-focused M&A advisory firm based in Singapore to assist the company in evaluating and executing a cross-border deal. Positioning the company to get acquired by a leading regional travel brand.

Co-Founder & Director Corporate Strategy, RetailGenius.com

Colombo

Apr 2015 — Mar 2018

Identified the business opportunity for online shopping, co-founded the first online marketplace with the drop-shipping model in Sri Lanka in 2015. Launched the market with 50+ premium retail brands in a strategic partnership with VISA, which boosted the go-to-market expansion. The venture quickly became the #1 marketplace in Sri Lanka, with 600+ merchants listing 100k+ products.

Faced competition from an Alibaba backed, Daraz. I supported the team to think of the SME market. Working side by side to switch to a payment gateway plus an E-Commerce solution (wix.com combined with STRIPE). By converting the company from a B2C business to a B2B environment, we were able to remain competitive.

Convinced the leading acquiring bank to enter a long-term joint venture to promote the e-commerce solution. Persuaded heads of the banks to relaunch their payment gateway service for SMEs using our platform. Enabling the bank to launch a much more sophisticated e-commerce solution for SMEs under a new brand evolve.lk

Signed a 3-year marketing service contract with VISA and got the mandate to curate promotional activities that engage high tier customers, through exclusive promotions and partnerships across retail and online merchants. This partnership enabled financial institutions to run multiple promos at scale with ease, resulting in minimum effort and logistical requirements from the issuer.

Key Account Sales Manager, QiComm Ltd

London

Sep 2009 — Mar 2013

Trading international voice commodity with leading Telco Companies; clients include British Telecom, Deutsche Telekom, Telefonica, Airtel, Telecom Italia, Verizon and Telenor among others.

Maximised the working capital efficiency by effectively setting up multiple bilateral long-term contracts with clients, which helped to achieve company objectives and boosted profitability by over 150%. Recognised as the Best Account Manager in 2011 and 2012 for contributing over \$40 million in deal value for the company.

EDUCATION

BEng Hons Mechanical Engineering, Imperial College London

London

Sep 2005 — Aug 2008

Learned Computing, Fluid mechanics, Materials, Mathematics, Mechanics, Thermodynamics, Stress analysis, Mechatronics, Technical presentation skills, Entrepreneurship and Management.

**MSc Mathematical Trading and Finance, Bayes
Business School**

London

Sep 2008 — Feb 2010

Prepared me for analysing sophisticated new investment opportunities, risks, and instruments by combining mathematical theory with practical applications.

**Executive Education Fintech: Innovation and
Transformation in Financial Services, NUS Business
School**

Singapore

Jul 2021 — Sep 2021

Learned how to create and extract value for an organisation using the application of key financial technologies, like blockchain and AI.

AWARDS

The New Establishment 100 - Echelon magazine

Colombo

Nov 2019

Recognised as the 100 most successful new leaders in Sri Lanka, who are adding value to the local economy. I was featured as the most innovative young leader.

REFERENCES

References available upon request