

Bio Data

Personal Data-

Name	Hiran Charitha Serasinghe
Address	1/E, Parkway Flats, Park Road, Colombo 05.
Residence Tele/Fax	+94- 11- 2587264
Mobile	+94-715-364023
E-mail	hserasinghe@gmail.com
Date of Birth	21 st October 1948
High School	Isipathana Maha Vidyalaya
Professional Qualification	Diploma in Hotel Management from the Oberoi School of Hotel Management, New Delhi, India.

Profile-

- 30 years of **Management Experience** with 18 years at Chief Executive Level.
- **First Sri Lankan** to be appointed **General Manager** of an internationally managed 5 Star Hotel in Sri Lanka. Only five other Sri Lankans after me had the opportunity of holding such positions. During this period I had the privilege of interacting closely with top international hotel trainers and managers.
- Traveled extensively and followed diverse **Management Courses** conducted by international experts in Sri Lanka and abroad.

- Participated in Tourism Trade Fairs & Promotional Visits throughout the world for several years.
- Expert in **Team Building** and organizational development.
- Reputed for excellent **Public Relations** and negotiating skills.
- Thorough understanding of how departments interrelate and **Inter-Company Functions** within a group. Most of my working experience has been within large corporate organizations.
- Reputation for maintaining ethical relationship with staff. During my tenure as Chief Executive over 18 years, there were **no unions** in any organization under my control.
- Successful in involving the entire staff in implementing a **Marketing Plan**.
- Special interest in **Training and Manpower Development** – early stage of career entirely devoted to this field.
- **Computer Literate** – fully capable of formulating and implementing **Management Information Systems**.
- **Accountability for performance** – fully capable of under taking management responsibility with accountability for performance from signing of contracts to operational cost control.
- **Fully trained in Manufacture and Production Procedures** in early professional life and exposed to labour supervision in highly unionized system.

Career Record-

2010 – Present

- **Director Operations-** Harpo's Hospitality & Tourism Management and Heaven Seven Marketing and Event Management Services
- **Member-** Hotel Classification Committee, appointed by the Tourism Development Authority of Sri Lanka, to inspect and recommend hotels, for star rating in Sri Lanka.

2005 -2009

- **General Manager, Fingara Town & Country Club**
Directly responsible for the operations in Colombo

2003 – 2005

- **Consultant- Fingara Town & Country Club (Pvt) Ltd**
The Fingara is the most exclusive private members only club available in Sri Lanka today. The club consists of extensive recreational, food & beverage and banqueting facilities. The Fingara is a wholly owned subsidiary of the Finance & Guarantee Group of Ceylinco Consolidated.

1998 – 2003

Chief Executive of Three Companies under Link Holdings (Pvt) Ltd

- **Director- Bicolink Restaurants (Pvt) Ltd**

This was a joint venture between Link Holdings and China Beijing Corporation. The Company operated a 150 seat Chinese up-market

Restaurant and two smaller outlets. The entire conceptual plan was done by me. The management of the above was also under my control.

- **C. E. O. Link Recreation (Pvt) Ltd**

This was a joint venture between Link Holdings and another Sri Lankan party. The company owned and operated the first bowling Centre in Sri Lanka, comprising 12 Bowling lanes, bar and restaurant. Here too, the entire management control was under me. I had the opportunity of familiarizing myself with bowling center management in India.

- **Consultant to Link Natural Products (Pvt) Ltd**

This was a fully owned subsidiary of Link Holdings, which specialized in the production of Ayurveda Medicinal preparations. I was involved as a Consultant to this company in the setting up of an Ayurvedic Health Spa with Aitken Spence hotels in the Maldives. Here again the concept, design and feasibility was done by me.

1993-1998

- **Consultant to the Hotel and Restaurant Industry**

I handled many consultancy assignments for the Hotel, Food and Beverage Industry, which included conceptualization, design and building supervision, market planning and the conduction of feasibility studies. I have also done a complete design for an entertainment park. My work through the years involved working with many reputed Architectural companies in Sri Lanka.

I was also a Tourism Consultant to the Southern Development Authority of Sri Lanka for several years. This position gave me extensive knowledge of project planning and state controls in rural Sri Lanka. With the above experience, I have in depth knowledge of Hotel and Project Planning, suitable for implementation in any part of the country.

I also possess an extensive knowledge of the Travel Industry having been involved in the setting up of a travel company, specializing in both in-bound and out-bound travel.

I was also a Consultant to Premier Pacific International (Pvt) Ltd, a Company specializing in high-rise Development Projects.

1989 – 1993

- **General Manager – Colombo Renaissance Hotel (Now Cinnamon Lake Side)**

This was an international appointment, reporting to the Vice President Operations of Ramada International in Frankfurt. In 1989 I became the first Sri Lankan to be appointed General Manager of a 5-Star internationally managed hotel in Sri Lanka, with a staff of around 1000 under me. In 1989, the **Colombo Renaissance** was selected as the **Best Managed Renaissance Hotel** in the World.

1987 - 1989

- **Resident Manager –Colombo Renaissance Hotel**

I was promoted as Resident Manager in 1987; a post specially created for me as a grooming position, for eventual take over as General Manager. During this period, I was resident at the hotel, and all department heads reported through me, to the expatriate General Manager.

As a further step in exposure to International top Management, I was sent to understudy the General Managers of the following properties-

United Kingdom

- a) London – two properties

- b) Reading
- c) Manchester
- d) Brighton

Germany

- a) Frankfurt
- b) Corporate offices in Frankfurt

1985 - 1987

- **Executive Assistant Manager - Colombo Renaissance Hotel**

I joined the hotel during its construction period, and functioned as Executive Assistant Manager, reporting to the expatriate general Manager. I was in charge of the rooms division, which included the following departments,

- a) Front Office
- b) House Keeping
- c) Laundry
- d) Security
- e) Recreation / Sports
- f) Personnel

1983 - 1985

- **General Manager - Pegasus Reef Hotel, Wattala**

Under the managements of Carsons Management, I gained an insight into resort operations, during a highly turbulent time in Sri Lanka.

1975 - 1983

- **Hotel Lanka Oberoi (Now Cinnamon Grand)**

Here I held various middle and senior management level positions, culminating as Food and Beverage Manager. I also held the position of Training Manager for a number of years, and was responsible for formulating and implementing the hotel's Manpower Development programme. During the ten years at the Lanka Oberoi, I held the following positions,

- a) Training Manager
- b) Restaurant Manager
- c) Food and Beverage Controller
- d) Executive Kitchen Steward
- e) Banquet Manager
- f) Assistant Food and Beverage Manager
- g) Food and Beverage Manager

Experience in the above departments ensured a thorough grounding in food and beverage operations.

1973 - 1975

- **Oberoi School of Hotel Management, New Delhi, India**

Here I completed a two year Diploma Course. At that time, the school was affiliated to the Intercontinental Chain. This school was located at the Oberoi Intercontinental Hotel in New Delhi, and on the job training was in this hotel. The diploma I hold is recognized, by the International Hotel Association. After returning to Sri Lanka in 1975, I assisted in the pre-opening activities of the Lanka Oberoi.

1969 – 1973

- **Production Supervisor (Leaf Processing Plant) Ceylon Tobacco Co. Ltd., Kandy**

I followed a comprehensive training programme in Supervisory Development and Labour Management, at the training centers in Kandy and Colombo. I was in charge of the Shift Production Output and Labour Supervision, of approximately one hundred highly unionized employees. I was also trained in Tobacco Plantation Management, and traveled extensively within Sri Lanka, visiting all Tobacco growing regions.

Trade Activities

- **National Apprenticeship Board**

Board Member – Formulated training programmes at national level for the Hospitality Industry.

- **Tourist Hotels Association of Sri Lanka**

Vice President – representing interests of all 5 Star Hotels in the country. Held this position several times over

- **Pacific Asia Travel Association (PATA)**

Represented Sri Lanka at many International PATA events, as a Board member representing the Association

- **Sri Lanka Convention Bureau**

Founder Director of the Sri Lanka Convention Bureau, which was a joint venture company with the government of Sri Lanka

- **Hotel Classification Committee**

Member of the Hotel Classification Committee set up to reformulate and upgrade hotel star classification criteria, under the authority of the Ceylon Tourist Board

- **President City Hotels Association**

This is an Association, specific to the hotels within the Colombo city

- **President SKAL Club of Colombo**

Represented the club and Sri Lankan tourism, at many International events as President of the club

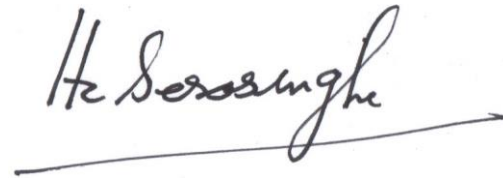
Extra-Curricular Activities

- President of the Bowling Federation of Sri Lanka- The first such federation which is now approved by the ministry of sports 2001 – 2003
- Runner up National Judo Champion of Sri Lanka – 1968
- Obtained a Private Pilot's license in 1988
- Represented Isipathana Maha Vidyalaya in Rugby – 1965
- Represented Ceylon Tobacco Company in mercantile rugby in – 1970

Non Related Referees

- Mr. Ajith Nivard Cabraal
Governor, Central Bank
Central Bank of Sri Lanka

- Mr. Navin Goonaratne
Architect
42 Dickman's Rd.
Colombo 5.
Tele- 2 508217

A handwritten signature in black ink, reading "H.C. Serasinghe". The signature is written in a cursive style and is positioned above a horizontal line that ends in an arrowhead pointing to the right.

H.C. Serasinghe