



ANJALEE KULASINGHE

Business and Requirement Analysis | Business Expert |
Scrum Master | Project Manager

CONTACT

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EDUCATION

Diploma in Full Stack Software Development

Code Institute, Ireland
2023 July- Currently ongoing

Master's in Computer and System Science

Stockholm University, Sweden
Currently ongoing

Master of Business Administration (MBA)

Cardiff Metropolitan University, UK
2012-2014

Bachelor of Science (B.Sc.) in Information Technology

SLIIT, Sri Lanka
2003-2007

CERTIFICATIONS

Digital Economy and the Digital Business Environment

Linnaeus University, Sweden
Fall 2023

ABOUT ME

Experienced professional with a strong background in supply chain inventory optimization, e-commerce, and entrepreneurship. Demonstrated strong leadership and was adept at working collaboratively in team environments. I have a holistic view of retail business, strong analytical skills, and the business acumen to implement opportunities and avoid risks. Highly organized and a quick learner with strong communication skills. I successfully managed and consistently delivered significant improvements in sales and supply chain performance, as well as customer fulfillment. Committed to sustainability and implementing eco-friendly practices in business operations. Experienced in agile ways of working and the scrum master role. Skilled in coaching and people management, fostering a positive and productive work environment. I am seeking opportunities to leverage my skills and experience in driving business growth and delivering exceptional results.

EXPERIENCE

Business Expert | Scrum master for Replenishment Precision

H&M Group - Stockholm, Sweden May 2021 - Present

Replenishment Precision is a product under Inventory optimization (SAP ECC module). The product ensures stock availability in store at the right time and place while helping to increase revenue by focusing on full-price selling.

- Creating business case, solving complex problems, requirement gathering and facilitating design thinking in supporting the tech team to understand business needs.

Automated FIFO helps to finish out the old stock in the warehouse (WH). The cross-product for the automatic FIFO solution helps match similar products together. Target Stock Opt (TSO): reduce overstocking in the stores. Replenishment Orchestration: replenish from multiple WHs and help reduce moves by solving stock situations in the WH.

- Guide the team and connect the stakeholders throughout developments. Building the bridge between business and tech to ease out communication and functional bottlenecks. Collaborating with the product owner on defining product strategy and roadmap.
- New system rollout: single point of contact (SPOC) when rolling out the system to the new market responsible person for the team. Subject-matter expert on replenishment (Inventory optimization). Do the fit gap analysis, cross-functional routines, training, and support with hyper-care during the process of rollout.
- Organized and conducted the monthly superuser forum to stay in close contact with the end users and stakeholders. Bring up the new ideas and feedback gathered during the meeting with the tech team. Help with the design solution, front-end testing, and preparing the release note, and introduce the functionality by giving demonstrations to the end users.

Digital media and methods for sampling and analysis

Linnaeus University, Sweden
Fall 2023

AI and Data Strategy

Halmstad University, Sweden
2023, March - 2023, June

Multimedia and Web development

Golden Key Institute, Sri Lanka
2018

LinkedIn courses

SKILLS

- Communication
- Teamwork
- Resilience
- Adaptability
- Leadership and Coaching
- Research and Data presentation - Business cases
- Web development: HTML, CSS, Javascript, Python
- Agile and Scrum (Jira)
- Google analytics, Power BI and Tableau
- MS Office

LANGUAGE

- Sinhala Mother tongue
- English Professional
- Swedish Beginner

REFERENCE

- Will provide as per request.

Visual Merchandiser for H&M Men and H&M Home

H&M Online sales - Stockholm, Sweden Dec 2018 - May 2021

- Secured and optimized the best customer offering by curating site that meets commerciality, customers' needs in line with H&M brand. Collaborate and align with the stories and local relevant content to ensure the omni channel experience.

Navigate the online sale for the Gloden Week campaign (Japan) for 2 years. Netherland E-Sport collab, first time in H&M. Collaborate with the relevant teams and prepare the materials and product bag to drive the campaign. Started as Omni, but due to COVID at the end, had to go online only.

- Optimized the website's navigation, categorization, and filtering systems to enhance product discoverability and customer journey.
- Knowledge related to consumer behavior and did the communication targeting the proper customer group via segmentation (what, who and when).

Both Asia and European markets

- Implemented A/B testing and usability studies to optimize product placement, promotional messaging, and overall user experience.
- Web Analyst - Monitored and reported on key performance indicators (KPIs) related to visual merchandising, such as conversion rates, average order value, and click-through rates. Build strong action plan to meet selling KPI (Using Google analytics, Power BI and Tableau).
- Subject matter expert for Adobe Experience Manager (AEM) system and SAP Hybris. Trained and provided guidance to other team members and to the new VMs. Create the training materials. Take part in site development projects to visual merchandising and user experience. Help with technical upgrade testing and testing the site (mobile, desktop, app) during tech release and supporting to test the functionalities of AEM.
- Prepare Emails and Push notifications targeting specific customer groups and help to drive the customers to the specific product detail page (PDP) and increase the click through rate and conversion rate.

Lecturer and Head teacher

Kandy, Sri Lanka

Jan 2009 - Aug 2017

- Head teacher and the subject coordinator for the subject ICT and the ICT lab in charge of the Kandy branch of Sussex college network. Team member for the panel of ICT curriculum development and exam paper preparation panel for the network from Grade 1 to Grade 13 (20 colleges spread throughout 8 provinces in Sri Lanka).
- Delivered engaging and comprehensive lectures on various Information Technology (IT) subjects, including programming languages, databases, project management, web development and MS Office (1000+ students).
- Employed various teaching methodologies, such as lectures, discussions, demonstrations, workshops and multimedia presentations, to facilitate student understanding and engagement.
- Provided guidance and support to students in their academic and career development, offering mentorship and advice on IT-related topics (200+ students. Most of them work in the IT related industry).
- Provided guidance and support to students in their personality and soft skills development.

Prepare and guided students for the speech master competition for two years. Both years, students were selected for the final round (top 10 competitors). 2017 was able to guide the student who won the 2nd runners-up place. Guided students in CSR (Corporate Social Responsibility) projects.

- Maintained a cooperative attitude by working together with the colleagues, parents, and management in planning and implementing activities (for students as well as for the staff).

Subjects taught: MS office, HTML, CSS, JavaScript, PHP, . Net C#, C++, 3D Max, Adobe Photoshop|Premiere Pro|After Effects|Flash|Dreamweaver, Corel Draw