

# Profile of Mario Fonseca



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## ACADEMIC / PROFESSIONAL QUALIFICATIONS

- ⌚ Currently reading for the PhD in Management at the Postgraduate Institute of Management (PIM), University of Sri Jayewardenepura. Area of research interest – Human Personality and its effects and impacts in Business
- ⌚ Completed the Master of Business Administration (MBA) from Postgraduate Institute of Management (PIM), University of Sri Jayewardenepura with a 'Merit' pass. Was also the 'Batch Top' student in the 1999 MBA batch.
- ⌚ FCMA (UK) : Fellow member of the Chartered Institute of Management Accountants, (CIMA) UK
- ⌚ CGMA : Chartered Global Management Accountant
- ⌚ FCMA (SL) : Fellow member of the Institute of Cost & Management Accountants, Sri Lanka
- ⌚ Dip. M (UK) : Postgraduate Diploma in Marketing from the Chartered Institute of Marketing, (CIM) UK

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## EXPERIENCE - CORPORATE

- ⌚ **Finance** : Has been the 'Chief Financial Officer' - a total over 8 years of Accounting and Financial Management experience (@ Richard Pieris Group & Bartleet Finance)
- ⌚ **Strategic Planning** : Has been the Head of Strategic Planning in two large conglomerates (Browns Group & Finco Group) - 5 years
- ⌚ **General Management** : Was the General Manager of a Value added Tea Exporting organisation for approximately 1 year. From 2004 - 2011 functioned as a Director of Kaizen Plus - an organisation specialising in Corporate Training, Management Consultancy, and Head Hunting. Since August 2011 functions as the Managing Director/CEO of Good2Great Consulting and is also its Lead Consultant/Strategist

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## EXPERIENCE - CORPORATE TRAINING / MANAGEMENT CONSULTANCY

- ⌚ Since May 2004 (when Kaizen Plus was set up) has conducted numerous corporate training programmes involving diverse subjects such as Strategic Planning, Financial Management, Team Working / Team Building, Positive Thinking, Leadership Development, Time Management, Finance for Non Finance professionals, Interdepartmental Coordination & Communication Improvement, Excellence in Customer Service etc., both as public seminars as well as tailor made programmes for specific corporate clients which includes some of the most respected blue chip organisations and several MNCs in Sri Lanka.

I have also conducted several training programmes in countries such as Malaysia, Singapore, Hong Kong, the UAE, Saudi Arabia and the Maldives. As at February 2013 I have trained over 10,000 delegates.

Since August 2011, has been continuing the same work mentioned above through Good 2 Great Consulting (Pvt) Limited.

- ⌚ Since 2004, has also been involved in several different management consultancy projects/assignments in the areas of Financial Management, Marketing and Brand Building, Carrying out organisational climate surveys as well as conducting psychometric testing for selection and promotion. These projects have encompassed diverse industries in the private sector, including some government and non-government organisations as well.

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## EXPERIENCE - LECTURING

- ⌚ **CIMA** Has lectured at the Strategy Level (the Business Strategy module) as well as for the final case study (TOPCIMA) at the CIMA examinations. (1994 to 2010)

Has conducted CIMA revision lectures in Malaysia, Hong Kong and Singapore.

- ⌚ **CIM** Has lectured *Marketing Information for Management Decisions* and *Planning & Control*

- ⌚ **MBA:** Lectures *Managing Locally & Globally*, *Foundations of Business Knowledge*, *Managing Change* and *Marketing Management* at the Australian College of Business & Technology (ACBT) for their MBA programme from Edith Cowan University, Perth, Australia

Subject Moderator/Lecturer for *Managerial Finance* and *Cost Analysis & Management* for the MBA programme of the Postgraduate Institute of Management (PIM), University of Sri Jayewardenepura. Has previously taught Accounting for Business (Financial Accounting) and the Management Accounting modules as well prior to the course restructuring in 2010

Lectures *Marketing Management*, *Financial Management* and *Organisational Behaviour* for the MBA in IT programme conducted by the University of Moratuwa.

Lectures *Strategic Marketing & Management* and *Managing Change* for the MBA of University of Bolton, UK offered by Western College of Management & Technology (WCMT)

Lectures the module *International Marketing* at Auston Institute in Colombo where they offer the MBA programme of the University of Coventry, UK. I also teach the *Entrepreneurship* module for their BBA programme

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## **CONTACT INFORMATION**

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