



# Dhanalakshmi Dhanapal

Supply Chain & Risk Management Specialist | Performance Verification Expert | Procurement Specialist | E-commerce Operations Leader

Accomplished professional with over 12 years of experience in Supply chain & trade fund management, risk mitigation, performance verification, procurement and digital marketing operations across diverse sectors, including FMCG, financial services and government organisations. Seeking career advancement with an esteemed organization to leverage my extensive experience in trade fund management, risk analysis, and operational optimization to drive business growth, enhance organizational performance, ensure compliance with global standards and deliver innovative solutions that align with business goals.

✉ dhanalakshmid1986@gmail.com

☎ +971 - 567703475

📍 Dubai, UAE

🌐 [linkedin.com/in/dhanalakshmi-d-9901b7194](https://www.linkedin.com/in/dhanalakshmi-d-9901b7194)

## SKILLS

- Supply Chain Management
- Performance Verification and Marketing Analytics
- Risk Management & Mitigation
- Trade Fund Management
- Client Relationship Management
- Internal and External Audits
- Project Management
- Multi-Channel Sales (Direct, Indirect, E-commerce, Merchandiser)
- Process Optimization & Efficiency
- Data Analysis
- Quality Control & Assurance
- Customer Service Excellence
- Change Management
- Documentation & Reporting

## KEY STRENGTHS

### Industry Expertise:

Extensive experience in FMCG (Fast-Moving Consumer Goods) across multiple regions including UAE, Gulf countries, India, Philippines, South Africa, Australia, and New Zealand.

### E-commerce Management:

Experienced in managing online sales channels, optimizing digital marketing strategies, analysing consumer data, and ensuring seamless integration of e-commerce platforms.

### Team Leadership & Coaching:

Strong leadership abilities in managing diverse teams, mentoring members for skill development, fostering collaboration, and driving continuous learning to achieve high performance.

### Quality Control Systems:

Skilled in designing, implementing, and evaluating quality control systems to ensure process efficiency and accuracy in transactions and payments.

### Supply Chain Management:

Experienced in overseeing end-to-end supply chain operations, including procurement, vendor onboarding, and customer inquiries. Skilled in optimizing procurement strategies, managing supplier relationships, and ensuring efficient vendor onboarding processes. Proficient in handling customer inquiries, streamlining order fulfilment, and improving overall supply chain efficiency.

### Trade Fund Management:

Proficient in overseeing trade fund allocations, tracking spend, and ensuring compliance across Modern Retail, Traditional Trade, e-commerce, and distributor channels.

### Performance Verification:

Adept at verifying trade fund utilization, digital and offline marketing activities, and operational processes to drive process efficiency and align activities with business objectives.

### Audit & Compliance:

Experienced in conducting internal and external audits, ensuring adherence to global standards, and implementing corrective actions to enhance operational efficiency.

### Client & Vendor Management:

Skilled in building strong client relationships, ensuring accurate payment disbursements, resolving disputes, and maintaining effective communication for business growth.

## TECHNICAL SKILLS

**Tools & Technologies:** SAP, Siebel CRM, Coupa Maestro, Power BI, Advanced Excel (VLOOKUP, XLOOKUP, Pivot Tables), MS Office Suite (Word, PowerPoint, Outlook), ES Web Client, SAW (Siebel Analytics Web), My PRS, Quote Log, PACT.

## CERTIFICATIONS

Certified by NIIT in Diploma in Software Engineering

## WORK EXPERIENCE

### Manager

Matrix Business Service Private Ltd.

09/2017 - 10/2024,

Chennai

Growth Path: Senior Executive (09/2017-04/2019) | Team Leader (05/2019-09/2021) | Manager (09/2021-04/2024)

- **Manager - (Sept 2021 – April 2024) Supply Chain Management & Customer Inquiries:** Managed end-to-end supply chain processes, including procurement, vendor onboarding, and customer inquiries, ensuring operational efficiency and seamless coordination. Oversaw customer inquiry management, addressing concerns related to order fulfilment, logistics, and service quality. Optimized supply chain workflows to enhance responsiveness, reduce lead times, and improve customer satisfaction across diverse markets.
- **Trade Fund and Performance Management:** Managed trade fund verification for Modern and Traditional Trade channels in the Middle East, with an annual spend of \$17.8MM. Led performance verification activities across various regions, including India, Philippines, South Africa, Gulf, Australia, and New Zealand, ensuring alignment with business goals and compliance with SOPs.
- **Team Leadership & Process Improvement:** Directed a diverse team of over 20 members, fostering continuous learning and performance improvement. Implemented innovative solutions to automate claim processes and improve operational efficiency, leading to minimized business risk and streamlined processes.
- **Risk Mitigation & Compliance Oversight:** Established best business practices to mitigate risks, handled internal and external audits, and generated MIS reports for internal controls. Ensured strict adherence to process guidelines and SOPs, meeting global standards and maintaining financial transparency.
- **Cross-Functional Collaboration & Client Management:** Liaised with business leaders to implement high standards of compliance and controls. Maintained strong client and vendor relationships, coordinating effectively to address discrepancies and ensuring accurate, timely payment disbursements.
- **Digital and Offline Marketing Oversight:** Led performance verification for digital and offline marketing activities across regions including India, Philippines, South Africa, Gulf, Australia, and New Zealand with a budget of \$8.9MM. Validated purchase orders, reviewed supplier performance, and managed payments using Coupa Maestro to ensure timely and accurate financial management.
- **Mystery Audits and Compliance Oversight:** Conducted comprehensive mystery audits across UAE, Kuwait, and Oman in key retail outlets such as Lulu and Carrefour. Validated audit reports, generated MIS reports highlighting findings and recommendations, ensuring compliance with internal controls and industry standards.
- **Team Leader - (May 2019 – Sept 2021) Claims Management:** Led a team of 15 members in Direct-to-Consumer (DTC) claims verification and payment disbursement, managing an annual trade fund spend of \$5MM. Identified and reported discrepancies in claims, leading to a reduction of \$6.8MM annually in errors and deviations.
- **Process Optimization and Compliance:** Designed and developed MIS reports to improve process efficiency and ensure effective risk mitigation. Conducted thorough verification of claims, ensuring compliance with TAT and SOPs, achieving zero errors in fund disbursement.
- **Senior Executive - (Sept 2017 – April 2019) Payment Disbursement Oversight:** Managed payment disbursements for an FMCG client in the DTC channel, overseeing an annual spend of approximately \$4.3MM. Delivered accurate and timely fund disbursements by rigorously adhering to compliance guidelines.
- **Risk Management and Audit Coordination:** Collaborated with internal and external auditors to ensure transparency in financial reporting. Utilized MIS reports to track risks and recommend corrective actions, fostering a culture of continuous improvement in financial operations.

### Order Analyst

Hewlett Packard

04/2013 - 09/2015,

Chennai

- **Customer Account Management:** Created and maintained customer accounts using SAP applications, ensuring accurate data management and seamless service delivery to clients across Australia and New Zealand.
- **Transaction Processing and Reporting:** Managed high volumes of transactions in SAP, extracting and sharing Excel reports with clients and customers, maintaining transparency and efficiency in operations.
- **Quality Assurance and Control Systems:** Designed, implemented, and evaluated robust quality control systems to enhance process accuracy and meet organizational benchmarks, ensuring adherence to high-quality standards.
- **Contract and Quote Management:** Prepared detailed quotes and contracts for customers based on information provided by FOCA and Sales teams, ensuring alignment with client requirements and internal policies.
- **Tool Proficiency and Utilization:** Trained and proficient in tools like Siebel, ES Web Client, SAW, My PRS, Quote Log, and PACT, leveraging them for efficient operations and client servicing.
- **Adherence to Turnaround Time (TAT):** Ensured all transaction processes were completed within agreed turnaround times (TAT), maintaining accuracy and client satisfaction across service delivery.
- **Data Management and Compliance:** Handled sensitive customer data with precision, ensuring compliance with regulatory standards and internal policies to uphold data integrity.
- **Collaboration with Front-End Teams:** Worked closely with front-end teams to align operations with specified metrics, achieving seamless service delivery for clients in Australia and New Zealand.
- **Operational Efficiency:** Optimized processes through effective use of technology and data analysis, contributing to improved efficiency and resource management in back-office operations.

## WORK EXPERIENCE

### Associate for Barclays Bank

Niche Technologies

06/2008 - 07/2011,

Chennai

- **Credit Card Collections Management:** Led and managed the credit card collection team, ensuring the timely recovery of outstanding payments. Focused on maintaining a professional and customer-centric approach while adhering to organizational standards and policies.
- **Risk Mitigation Strategies:** Developed and implemented risk mitigation strategies to address payment defaults effectively. Ensured compliance with established guidelines to minimize financial exposure and protect organizational interests.
- **Team Leadership and Supervision:** Oversaw and guided a team of collection associates, fostering a collaborative work environment.
- Provided mentorship and support to enhance team performance and ensure the achievement of payment collection targets.
- **Issuance of Critical Customer Documentation:** Directed the preparation and issuance of essential customer documents, including No Objection Certificates (NOCs) and settlement letters. Ensured that all documentation met strict accuracy and compliance standards.
- **Data Allocation and Coordination:** Managed the assignment of payment-related data to various external agencies, ensuring efficient handling of collections. Maintained clear communication channels to facilitate smooth workflows and timely payments.
- **Inter-Agency Collaboration:** Worked closely with external agencies to resolve operational challenges, ensuring seamless coordination and execution of payment collection processes. Acted as the primary liaison to address and mitigate any issues effectively.
- **Quality Assurance in Documentation:** Conducted thorough quality checks on all customer-facing documents, ensuring precision and compliance with both customer and regulatory requirements. This attention to detail ensured error-free communication and transactions.
- **Adherence to Process and Compliance Standards:** Enforced adherence to organizational principles and processes among associates. Ensured compliance with customer requirements and industry standards, consistently achieving a 100% accuracy rate.
- **Operational Oversight and Efficiency:** Monitored payment collection workflows to identify and resolve inefficiencies. Implemented process improvements that enhanced the overall effectiveness of operations and supported timely payment processing.
- **Customer and Stakeholder Engagement:** Maintained proactive communication with customers, stakeholders, and team members to address concerns and ensure satisfaction. Established strong working relationships while upholding the integrity of organizational policies and practices.

## EDUCATION

### Bachelor of Computer Application

Madras University

04/2017,

## LANGUAGES

English  
Full Professional Proficiency

Tamil  
Full Professional Proficiency

Telugu  
Native or Bilingual Proficiency

## PERSONAL ATTRIBUTES

Analytical Thinker

Impeccable Analytical skills

Strategic Leadership

Innate Problem-Solver

## INTERESTS



Travelling



Music



Reading