CIM appoints new committee to elevate marketing capability in Sri Lanka



Chris Daly, Chief Executive, CIM.

The Chartered Institute of Marketing (CIM) has announced the appointment of the CIM Sri Lanka Professional Member Support Committee (SLPMSC), a newly established body designed to strengthen marketing capability and enhance the professional journey of CIM members across Sri Lanka.

The formation of the SLPMSC marks a significant step in CIM’s ongoing commitment to supporting marketers at both individual and organizational levels. The committee will focus on building a strong professional fellowship, fostering high-impact networking opportunities, and supporting continuous professional development that aligns with global marketing standards. Through these efforts, CIM aims to further elevate marketing’s role as a critical driver of business growth and organizational performance in Sri Lanka. The SLPMSC will be led by Dr Lewie Diasz, who has been appointed Chairman. Dr Diasz brings a wealth of academic and professional expertise to the role. He currently serves as Chairman of the Cambridge College of Business and Management and is an Adjunct Professor at Asia e University in Malaysia.

His leadership is expected to provide strategic direction and academic rigor as the committee works to advance marketing excellence within the country.

Chris Daly, Chief Executive, CIM, said the SLPMSC will play a vital role in strengthening support for CIM members in Sri Lanka while deepening connections between marketers, industry leaders, and organizations across the region. He noted that at a time when marketing capability is central to organizational success, CIM remains committed to equipping its members with the professional development, insights, and resources required to thrive in an increasingly competitive business landscape.

Dr Diasz echoed this sentiment, describing the formation of the SLPMSC as a timely and important initiative. He highlighted that Sri Lankan organizations are increasingly relying on skilled marketers to drive revenue, shape strategy, and influence key business decisions.

Under his leadership, the committee aims to champion professional excellence, strengthen collaboration among CIM members, and ensure that marketers in Sri Lanka continue to develop the capabilities needed to succeed in a rapidly evolving environment. Supporting Dr Diasz on the committee is Prashan Costa, Senior Vice President (Marketing) at Lion Brewery (Ceylon), who has been appointed Vice Chair of Networking Events. Dhamitha Pathirana, General Manager at Hayleys Advantis, joins as Vice Chair for Membership Development and Communications, while Sameera Senarath, Assistant Vice President at National Development Bank, and Kanchana Karunagama, Head of Retail Banking and Senior Vice President at HNB, have been appointed as Secretary and Treasurer, respectively.

The committee is further strengthened by senior industry leaders from some of Sri Lanka’s most respected brands across FMCG, hospitality, manufacturing, financial services, automotive, and food service. Their collective expertise will help shape initiatives that support professional growth and meaningful engagement within the marketing community. By uniting accomplished leaders from across the corporate landscape, CIM reinforces its commitment to equipping members with the skills, confidence, and connections needed to succeed locally and globally.



Standing: Chalaka Bogoda, Deputy General Manager (Marketing – Passenger Vehicles – Mercedes-Benz, Chrysler, Jeep, Tata Motors), DIMO; Sharmila Hamid, Head of Public Relations and Guest Experience, The Kingsbury; Chathura Ganegoda, General Manager (Group Sales and Commercial Strategy), Rockland Distilleries; Thiyangie De Mel, Head of Customer Relationship Management and Aggregator Partnerships, Domino’s Pizza; and Dr Dhammika Vidanage, Chairman and Managing Director, United Machinery. Seated: Kanchana Karunagama as Treasurer; Prashan Costa, Vice Chair of Networking Events; Dr Lewie Diasz, Chairman, SLPMSC; Dhamitha Pathirana as Vice Chair for Membership Development and Communications; Sameera Senarath as Secretary.