



Ts. Prabakarar Virasanan

E-Commerce Senior Manager | Warehouse Automation | Corporate Sales | Regional E-Commerce Warehouse at MR.DIY
Shah Alam, Selangor, Malaysia

Contact

praba.victorian@gmail.com

www.linkedin.com/in/ts-prabakarar-virasanan-52778033 (LinkedIn)

Top Skills

Inventory Management

Order Fulfillment

Fulfillment Management

Warehouse Automation

Languages

English (Professional Working)

Tamil (Native or Bilingual)

Malay (Full Professional)

Certifications

AI Aware Badge - AI untuk Rakyat

AI Appreciate Badge - AI untuk Rakyat

Summary

Results-driven professional with a robust background in E-Commerce Warehouse Management and a specialization in implementing cutting-edge robotic systems. Pioneering the MRDIY E-Commerce division, I orchestrated the seamless transition from traditional to automated warehousing, establishing myself as a trailblazer.

Expanding MRDIY E-Commerce into Thailand, I played a pivotal role in setting up the warehouse infrastructure, showcasing my adaptability and strategic acumen on the international stage. Leading the Corporate Sales Division further demonstrated my versatility within the organization, expanding my impact beyond warehouse management.

Expertise lies in understanding warehouse intricacies, complemented by successful technology integration for enhanced efficiency and productivity. Beyond management, I am an innovator pushing boundaries and exceeding expectations.

Looking ahead, my focus is on achieving key performance indicators (KPIs) directly impacting the bottom line. I aim to surpass Revenue and EBIT estimates, taking on the responsibility of managing the profit and loss (P&L) for the E-Commerce business. This strategic direction aligns with my passion for driving financial success while maintaining MRDIY's high operational standards.

Experience

MR DIY Malaysia

6 years 7 months

E-Commerce Senior Manager

January 2024 - Present (9 months)

Seri Kembangan, Malaysia

Oversee the corporate sales department, regional e-commerce warehouse operations, and the robotic warehouse system, driving strategic growth and operational excellence across all areas. My role encompasses financial management, strategic planning, team leadership, and continuous improvement to ensure profitability and customer satisfaction for the whole e-commerce business.

Key Responsibilities:

1. P&L Management: Manage financial performance, budgets, and forecasting to achieve positive EBITDA.
2. Strategic Leadership: Develop and implement growth strategies using data-driven insights.
3. Corporate Sales Strategy: Drive sales growth, build client relationships, and develop effective sales strategies.
4. Sales Team Management: Recruit, train, and mentor the sales team to achieve revenue targets.
5. Sales Presentations and Negotiations: Lead high-level sales presentations and secure profitable deals.
6. Warehouse Setup and Optimisation: Establish and optimise e-commerce warehouses, implement scalable WMS, and streamline processes.
7. Robotic Warehouse Implementation: Plan and implement robotic warehouse systems, ensuring seamless integration.
8. Operational Optimisation: Use data-driven insights to optimise operations and improve efficiency.
9. Team Leadership and Management: Lead and manage warehouse staff, ensuring adherence to protocols and performance targets.
10. Cross-Functional Collaboration: Work with IT, logistics, inventory management, and finance to align operations with business objectives.
11. Performance Monitoring and Reporting: Track KPIs and provide actionable insights to senior management.
12. Continuous Improvement Initiatives: Enhance processes, implement new technologies, and drive cost savings.

Corporate Sales Manager

March 2024 - June 2024 (4 months)

Malaysia

Oversee and lead the corporate sales department, driving growth and achieving revenue targets by developing sales strategies, nurturing client

relationships, and collaborating with various teams to ensure the success of corporate sales efforts.

Key Responsibilities:

1. **Leadership:** Provide strategic direction to the corporate sales team, motivating them to achieve targets and deliver exceptional results.
2. **Sales Strategy:** Develop and implement effective strategies to drive corporate sales growth and maximize revenue potential.
3. **Relationship Management:** Build and maintain strong relationships with corporate clients, key accounts, and business partners.
4. **Sales Planning and Forecasting:** Develop sales plans, budgets, and forecasts, and monitor sales performance to optimize results.
5. **Team Management:** Recruit, train, mentor, and evaluate the performance of the corporate sales team.
6. **Sales Presentations and Negotiations:** Lead high-level sales presentations, pitches, and negotiations with prospective corporate clients. Showcase the value proposition of MR.DIY's products and services, negotiate favorable terms, and secure profitable deals.
7. **Customer Satisfaction:** Ensure exceptional customer satisfaction by promptly addressing concerns and ensuring timely delivery of products and services.
8. **Collaboration:** Collaborate with cross-functional teams to drive integrated strategies that support corporate sales objectives.
9. **Sales Performance Analysis:** Monitor key sales metrics, identify areas for improvement, and implement effective sales techniques.

Regional E-Commerce Warehouse Manager

March 2022 - June 2024 (2 years 4 months)

Samut Prakan, Thailand

Key Responsibilities:

1. **Warehouse Setup:** Oversaw the establishment of an e-commerce warehouse in Thailand, collaborating with local teams to tailor setup.
2. **System Selection:** Evaluated warehouse management systems (WMS) for Thai operations, selecting scalable and integrated solutions.
3. **Flow Design:** Optimized warehouse flow and operational processes for efficient order fulfillment and inventory management.
4. **Process Creation:** Defined streamlined processes, working with operations and finance teams to enhance efficiency.

5. Team Hiring and Management: Led recruitment, onboarding, and management of the warehouse team, ensuring adherence to procedures.
6. Stakeholder Collaboration: Acted as primary liaison between headquarters and Thailand teams, facilitating communication.
7. Cross-functional Integration: Collaborated with logistics, inventory management, and IT departments to integrate operations.
8. Performance Monitoring and Reporting: Established tracking and reporting systems for KPIs, providing actionable insights.

E-Commerce Robotic Warehouse Manager

March 2021 - June 2024 (3 years 4 months)

Seri Kembangan, Malaysia

Key Responsibilities:

1. Robotic Warehouse Planning: Led the strategic planning and design of MRDIY E-Commerce's robotic warehouse system. Aligned automation with business objectives, optimized workflow, and enhanced efficiency.
2. User Acceptance Testing (UAT): Performed the UAT process, ensuring seamless integration with existing infrastructure and software platforms.
3. Operational Optimization: Utilized data-driven insights and continuous improvement methodologies to optimize warehouse operations. Analyzed metrics, identified bottlenecks, streamlined processes, and improved efficiency.
4. Robotics System Implementation: Coordinated with vendors and stakeholders to successfully implement the robotic warehouse system. Oversaw equipment installation, testing, and integration with warehouse management systems.
5. Team Leadership: Managed warehouse staff, providing guidance, training, and support. Ensured adherence to safety protocols, operational procedures, and performance targets. Focused on collaboration, innovation, and continuous learning.
6. Cross-Functional Collaboration: Collaborated with IT and Finance to align processes and drive organizational growth. Acted as a liaison between stakeholders, facilitating efficient operations and order fulfillment.
7. Performance Monitoring and Reporting: Established tracking mechanisms and reporting systems to monitor KPIs such as order accuracy and fulfillment cycle time. Provided actionable insights to senior management.
8. Continuous Improvement Initiatives: Identified opportunities to enhance warehouse processes, leveraging automation technologies, industry best

practices, and emerging trends. Led initiatives to implement new technologies, drive cost savings, and improve customer satisfaction.

E-Commerce Warehouse and Operation Manager

March 2018 - March 2021 (3 years 1 month)

Selangor, Malaysia

As the pioneer of the MR.DIY E-Commerce Project, I was responsible for expanding the entire MR.DIY brand into the online space.

Key responsibilities :

1. Set up a fully operational E-Commerce warehouse within a challenging 3-month timeline.
 2. Led the implementation of a cutting-edge Robotic E-Commerce warehouse for MR.DIY, ensuring a successful launch by October 2020.
 3. Ensured peak efficiency and customer satisfaction by supervising, organizing, and training the warehouse team.
 4. Developed efficient warehouse operations systems for product handling, inventory management, gate processes, and order fulfillment.
 5. Trained and managed the warehouse team to achieve performance goals and handle day-to-day operations.
 6. Oversaw daily warehouse operations, including inventory and logistics management.
 7. Reviewed and prepared workflows, manning requirements, equipment layouts, and action plans to maintain productivity and quality standards.
 8. Scheduled and managed the warehouse team to optimize workflow and minimize overtime.
 9. Collaborated with Marketing, Commercial, Advertising, and Promotion teams to provide essential Warehouse Data.
 10. Liaised with Customer Service to ensure seamless order fulfillment.
 11. Strategized to improve fulfillment rate, reduce damaged parcels, and minimize unnecessary packaging.
 12. Optimized storage to accommodate new SKUs and variations to support expansion.
- Ensured a safe and healthy work environment, adhering to standards and legal regulations.

Envision Consulting (M) Sdn.Bhd

Business Development

July 2017 - February 2018 (8 months)

Selangor, Malaysia

- Design and develop an comprehensive sales and marketing plan in association with the product development team and senior management team
- Strategize action plans to identify targeted e-commerce merchants within existing e-commerce marketplaces who may purchase QiJang E-commerce suite products.
- Identify and participate in highly potential targeted e-commerce road shows and exhibitions that generates lead for future sales activities.
- Work in tandem with the QiJang product development and technical team members by providing accurate and reliable feedback and suggestions that can assist the development team in identifying add-on products within the QiJang E-commerce Suite.
- Assist QiJang technical team in on-site implementation of QiJang product suites at the client's site.
- Develop suitable training programmes based on QiJang products that can be sold as value added services to QiJang product owners and new e-commerce entrepreneurs.

Ikatan Jujur Sdn.Bhd

Project Engineer

July 2016 - June 2017 (1 year)

Negeri Sembilan, Malaysia

- Responsible, Execute, Plan, and Coordinate Tenaga Nasional Berhad(TNB) project works.
- Organize and supervise all the workers.
- Liase with the TNB technicians,foreman and also engineer in order to complete the works.
- Responsible and ensure all the approved projects documents at site.
- To prepare,update and verify as built technical drawings.
- To monitor or supervise the safety elements during work.

Digi Telecommunications

RAN Engineer

July 2014 - June 2016 (2 years)

Malaysia

- Monitor central RAN, BSC's & RNC's status for alarms & faults. Able to detect, understand and escalate to related parties accordingly for traffic/service degradation, alarms & faults in timely manner as per Incident Management process.
- Alarm & fault surveillance function has significant influence of restoration time in ensuring central RAN, BSC's & RNC's network & service availability.
- Fully responsible to detect, perform 1st level troubleshooting & escalate all central RAN, BSC's & RNC's related alarms & faults in timely manner.
- Escalate faults & alarms that cannot be resolved within stipulated period to relevant parties in timely manner for fast fault restoration.
- To execute any ad hoc task, project or initiative as of when required, needed or instructed.
- Certified IP Associate (CIPA)
- Certified IP Engineer (CIPE)
- Completed Linux Installation & Administration Program
- Completed Understanding LTE Program

Education

Asia Metropolitan University

Master of Business Administration - MBA, Business Administration and Management, General · (September 2023 - December 2024)

Inti International University

Master of Engineering (MEng), Mechanical Engineering · (2007 - 2014)

Victoria Institution

· (2002 - 2006)

