

PULASTHI SAMARAWEEERA

**Sales, Business Development &
Partner Ecosystem Strategy Consultant**

Helping startups and growth-stage companies build the commercial engine they don't yet have.



ABOUT ME

A Rare Blend of Enterprise Discipline and Startup Speed

Growth-Stage companies and Startups don't need another slide deck - they need a commercial engine.

That's the gap I close.

Working directly with founders and CEOs, I build the go-to-market strategy, design the partner ecosystem, and stand up the Business Development function to run it. The output isn't a framework you file away; It is a commercial engine built once, built right, and built to scale so the next stage of growth doesn't depend on hiring your way out of a strategy problem.

With over 20 years of experience leading strategic sales and partnerships across global markets - at organisations including Millennium IT, IBM, Melbourne IT, WSO2, and Wavenet - I've built and scaled partner ecosystems from inception, developed integrated channel and direct sales strategies, and driven high-impact special projects to completion. I bring a proven track record in partnership governance, operational excellence, and revenue acceleration.

AT A GLANCE

20+ Years

- Global Sales & Partnerships Leadership
- Partner Programme & Ecosystems Development
- End-to-End Special Projects Execution

Global Exposure

- Worked and led initiatives across EU, APAC, ME & Americas

What I do best

- Translate global business models into localized market strategies through effective cross-functional collaboration with sales, marketing, finance, and regional teams

Credentials

- Executive MBA - University of West London
- BSc, Information Systems - University of London
- PRINCE2 Certified Practitioner
- IBM Global Sales School Graduate
- SANDLER Sales Certification

HOW I CAN HELP

Services Built for Founders and Growth Teams

Biz Dev Function Design & Charter Development

Define the mandate, scope, org structure, headcount plan, and budget for a new or evolving Biz Dev function - including vertical prioritisation, role definitions, and a phased-out investment and hiring plan

Partner Ecosystem & Channel Strategy

Design tiered partner programmes and journey frameworks that turn partners into a scalable revenue channel rather than a scattered list of contacts.

Go-to-Market & Sales Strategy

Reframe the commercial pitch around business outcomes, build the sales narrative and GTM playbook, and set the KPIs that keep sales accountable.

Revenue Vertical Identification & Market Entry

Identify and sequence the verticals most likely to generate near-term revenue, backed by realistic market sizing and projections.

Partner & Sales Enablement Programmes

Design certification, onboarding, and training programmes that get new partners and hires productive quickly.

Strategic Account & Alliance Planning

Build structured account and alliance plans for priority customers, systems integrators, and technology partners.

Team Structuring, Compensation & Governance

Design lean, Day 1-ready team structures and compensation frameworks that attract real commercial talent.

IN THE FIELD

On Stage. On the Road. In the Room.



TRACK RECORD & CREDENTIALS

Growth Delivered, Trust Earned

REVENUE & CHANNEL GROWTH

- Instrumental in establishing WSO2's Global Systems Integrator (GSI) programme, driving new business growth through GSI partners and securing marquee new-logo wins in developed markets
- Led the transformation of WSO2's BFSI and Identity & Access Management channel programmes, expanding partner-sourced revenue and growing the certified partner base
- Delivered consistent new-business growth and stronger retention across territory and channel sales roles at Aptean and Melbourne IT in Australia
- Exceeded enterprise sales targets in individual-contributor and leadership roles at IBM Sri Lanka & Australia

SPECIALIZED PROGRAMMES & ECOSYSTEMS

- Authored partner programme guides, GTM playbooks, and business strategy frameworks for multinational organizations.
- Launched new partner-facing programmes from the ground up for WSO2's BSFI vertical, including an Open Banking partner initiative and a partner enablement and certification programme for fintech partners.
- Built and launched a 360-degree partner management framework and scalable global partner model at Wavenet within 3 months

RECOGNISED LEADERSHIP

- Trusted by WSO2 to run a region, a business unit, a strategic vertical, and multiple flagship programmes
- Recommended directly by the CEO to lead WSO2's Global Systems Integrator programme
- Appointed to its Strategic Global Alliance team and BFSI & IAM leadership committees at WSO2
- Selected to represent WSO2 on stage at its international partner summits across APAC, EMEA, and North America

HOW I ENGAGE

Customized Models for Startups & Growth-Stage Companies

Early-stage and growth companies rarely need a full-time senior Business Development hire on day one, but they do need senior-level thinking applied early - before hiring mistakes and unfocused partner outreach become expensive habits. I typically engage in one of three ways:

01

Project-Based Advisory

A defined deliverable - a Business Development charter, Partner Strategy, or Go-To-Market plan - delivered over 2–6 weeks.

02

Fractional / Interim Head of Business Development

Ongoing part-time leadership of the Business Development or Partnerships function while you scale toward a full-time hire.

03

Board or Founder Advisory

Periodic strategic input on commercial direction, partner deals, and sales structure as a trusted outside voice.

LET'S TALK

Let's build your commercial engine.

I'd welcome a conversation about where you are and where you want to be - a senior, hands-on perspective without the overhead of a full-time hire.

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