

Dinuki Goonathilake

Regulatory Affairs & Compliance

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Provides regulatory expertise to enable business growth within local laws & regulations. Monitors and develops compliance policies & guidelines for potential gaps and develops strategies to address and mitigate them.

Agile and commercially savvy Regulatory and Compliance Manager offering over eight years of experience with the ability to form effective relationships and achieve influence at the most senior level in a pressurised, deadline-driven, and complex environment. Provides **subject matter expertise** to ensure full participation and adherence to governing bodies and keeps abreast of relevant **laws, rules, and regulations**. Experience in influencing **external policy** agenda with a sound approach to assess implications of new regulatory developments on Business, taking cognisance of industry **best practices** and initiatives to provide the best consultative advice.

CORE EXPERTISE

Regulatory Analysis	Monitor Policy Frameworks	Multi-Stakeholder Engagement
Risk Management	Public Policy Analysis	Global Team Collaboration
Regulatory Strategy	Manage Strategies	Vendor Supplier Partnerships
Regulatory Compliance	External Advocate	Collaborative Leadership
Regulatory Audit	Localise Policies	Project Management

CAREER HIGHLIGHTS

- ✓ Created, implemented, and oversaw the Japan Tobacco International (JTI) Global Regulatory Monitoring Program, which supported an 8% department **cost reduction** post-implementation.
- ✓ Conceptualised and then implemented a platform for Regulatory information related to existing and next-generation products. The system covered all regulatory measures impacting the tobacco industry worldwide and supported **global sales and marketing efforts** (JTI).
- ✓ Identified the next generation of products and their **regulatory requirements**. Identifying, monitoring, and analysing regulatory trends for electronic cigarettes. Became the key point of contact for similar emerging products globally (JTI).
- ✓ Enabled business continuity for the British American Tobacco subsidiary by **delaying the implementation of regulations** prescribed by the Health Ministry of Sri Lanka during a lawsuit challenge.

PROFESSIONAL EXPERIENCE

Ferrero Trading Dubai, UAE

Mar 2023 – May 2023

Institutional Affairs Manager

Hired on a short-term assignment to assess the **frameworks and policies** that may affect Ferrero in the GCC with focus on KSA & UAE. Established and defined the operating environment and the **regulatory landscape** that may impact the commercial interest and growth. Developed company positions for the GCC and helped with responses to draft standards and guidelines, and regulatory proposals.

Key Highlight:

- Presented to the Regional Management team the operating environment and regulatory landscape that may impact the business and its future commercial expansion.

Leave & Relocation to Dubai, UAE

Jun 2020 – Feb 2023

Japan Tobacco International SA, Switzerland

Jun 2014 – Apr 2020

Regulatory Affairs Manager

Jul 2016 – Apr 2020

Recruited to facilitate managing the global regulatory monitoring program covering combustible tobacco products across 150+ countries. Devised **corporate-wide internal communication** to ensure relevant stakeholders were kept abreast of complex regulatory information. Frequent liaison with Executives to update expansion opportunities in the global tobacco market, with the potential to significantly impact business performance. Ensured J-SOX compliance through risk assessments.

Key Highlights:

- Facilitated a detailed analysis of global stipulations covering tobacco products' political, legislative, and regulatory environments. Ensured external service providers were updated on the scope.
- Established and enforced **operating policies** and procedures, standards, documentation, and publications that were consistent across regions and improved the department's overall **effectiveness**.
- Created a global regulatory database of products, liaising with external lawyers for data collection.
- Regularly interpreted complex regulatory information for internal **stakeholders** clearly and concisely.

Regulatory Affairs Manager – Project Manager

Feb 2016 – Jul 2016

Hired for the special project to build and revamp an internal monitoring tool to have visibility on opportunities and constraints for tobacco and **next-generation products**. Worked closely with internal technology and product teams to identify priorities and coordinate internal messaging, position development, strategy, and ultimate implementation.

Key Highlights:

- Performed core **project management** duties, including guiding the project through formal approval and funding gates; developing a project plan that included a detailed budget, project timeline, detailed task-driven schedule, and project execution from analysis/design through to build, test, and deployment.

Global Regulatory Strategy Manager

Jun 2015 – Dec 2015

Provided high-level analysis of potential business opportunities utilising insights from market research, industry trends, competitive intelligence, and a deep understanding of consumer requirements. Collaborated with key members of Public Affairs and other senior functions in the development of the arguments, evidence and solutions which underpin JTI's global advocacy strategy to address relevant global priorities.

Key Highlights:

- Proactively updated and drafted **advocacy material** to share with Senior Leadership Teams for engagement.
- Devised materials to support a narrative of a positive brand image, reputation, and ethical values. Liaised with regional Corporate Affairs and Country Market teams, developed and implemented local (country-specific) **regulatory strategy**, ensuring that JTI's positions/views were communicated consistently.

Global Regulatory Strategy Officer

Jun 2014 – Jun 2015

Hired to navigate regulatory changes and proceedings and track corporate compliance with regulatory mandates. Developed detailed summaries and presentations for internal teams to call upon for quick reference.

Key Highlights:

- Received a promotion to Global Regulatory Strategy Manager.
- Collected, consolidated, and produced **detailed quarterly reports** on significant regulatory developments harmonising with Scientific Regulatory Affairs and Corporate Affairs at HQ, regional and market levels.
- Reconciled the internal database with evidence-based documents and correspondence.

EARLIER CAREER HISTORY

Ceylon Tobacco Company PLC (CTC)

Apr 2013 – Jan 2014

A subsidiary of British American Tobacco PLC (BAT)

Legal & Regulatory Affairs Specialist

EDUCATION & PROFESSIONAL DEVELOPMENT

Master of Laws in European Union Law (LLM) Colchester, UK

University of Essex, 2012

Bachelor of Laws in English and European Laws (LLB) Colchester, UK

University of Essex, 2011

Diploma in French Law (DEUF) Lyon, France

University of Jean-Moulin III, 2010

Certificate of Continuing Professional Development Online Certificate Course

Regulation: Theory, Strategy, and Practice

The London School of Economics and Political Science, 2020