



# Inesha Pallage

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English - Full Professional Proficiency

German - Professional Proficiency (B2)

Sinhala – Native

## Summary

*“Unique blend of business expertise and technical skills to bridge the gap between operational needs and data.”*

Data Management Professional with more than **3+ years** of experience in data quality, governance, and analytics across diverse industries. Skilled in leading data migration projects across systems, data validation, cleansing, and cross-functional collaboration to maintain high data lineage, integrity and improve operational efficiency.

Brings **4** years of experience in **Manufacturing** industry in Sales, Sales operations, marketing operations and customer success, combining technical expertise with business acumen to drive data-informed decisions and foster strong client relationships.

## WORK EXPERIENCE

- **Data Manager - Business Management Team (02/2025 –07/2025)** EGYM AG (HaaS Industry)
  - Serve as primary **contact partner** for **data issues**, assisting in resolving data issues in CRM and interconnected systems to support to enable accurate business reporting and forecasting.
  - Implemented **automated data validation rules** within Pentaho **ETL tool** to continuously monitor key data quality KPIs across interconnected ERP & CRM systems & departments, improving data accuracy and reducing manual effort.
  - Collaborate with **cross-functional teams** to identify and fix data inconsistencies & establish data management & Governance initiatives to ensure data lineage & integrity.
  - Managed **CRM data migrations project** by ensuring smooth system integration and accurate data transfer.
- **Data Quality Analyst - Revenue Analytics Team (01/2022 - 06/2023)** Staffbase GmbH (SaaS Industry)
  - Conducted **in-depth analysis of CRM database** identifying root causes that impacted on Data Quality issues, and implemented data quality policies, monitored and communicated via reports & dashboards.
  - Ensured integrity and reliability of commercial business data by monitoring data quality KPIs, managing data issues via **JIRA board**, and **collaborating with local and global stakeholders** to resolve discrepancies in line with governance standards, reducing issue resolution time by 33%.
  - Managed **data integration projects** by creating, enriching & deduplicating commercial data and regularly conducted **pre & post-migration data audits** to ensure high data accuracy and integrity.
  - Collaboration with System administrators, data owners, and other Revenue operation's **cross-functional teams** to develop data structures, validation rules, deduplication criteria, and integration mapping.
  - Documented **data governance standards, data quality responsibilities, and business rules** throughout CRM system integration/migration projects to ensure audit-readiness, compliance, and consistent data integrity across systems to establishing best practices across the entire data lifecycle.

## PROJECTS HIGHLIGHTS

- Coordinated & managed **4 CRM data migration/ integration projects** following business acquisitions, transferring customer and prospect accounts from Salesforce and HubSpot, consolidating systems into a primary platform, and delivering extensive **user training** that increased new user productivity.
- Developed and standardized data **workflows and approval processes**, ensuring alignment across business units and improving process efficiency and data quality
- Designed and executed a data auditing strategy to identify data and process gaps, reduce discrepancies, and improve data quality, enabling reliable insights and supporting data lifecycle management.

- **Lead Management Data Specialist - Business Operations (03/2021 - 12/2021)** Staffbase GmbH (SaaS Industry)
  - ➔ Served as a link between sales and marketing teams, facilitating the acceleration of sales funnel management activities by managing CRM data.
  - ➔ Optimized sales strategies by analysing the existing customer base and generating leads, contributing to a 10% increase in sales from a Group expansion lead-generating project.
- **Working student – Lead Management & Customer Operations Teams (10/2018 – 10/2020)** Uberall GmbH
- **Key Account Executive – Sales & Marketing Team (09/2011 – 09/2015)** BPPL Holdings PLC, Sri Lanka
 

Managed B2B market key accounts in Europe and the Pacific region, coordinated Sales operations, nurtured long-term customer relationships, and drove sales growth in existing and new customers. Fitted together business operations from order placement to shipment delivery, led New Product Development projects, resolved customer complaints, and represented the company at international trade shows.

  - ➔ Monitored sales performance, analysed sales data, and delivered sales forecasts to support revenue growth initiatives.
  - ➔ Led a new product development project (Mop product) for an Australian retail customer, coordinating **cross-functional** teams and **supply chain** activities, resulting in a 10% increase in monthly sales.
  - ➔ Collaborated with **Production Planning and R&D teams** to maintain accuracy and reliability of product master data across the product lifecycle, supporting operational planning and reporting
  - ➔ Worked closely with **Payment collection & Accounting** teams to manage **customer pricing agreements** and resolving any billing and payment discrepancies in a B2B environment

## SKILLS & TOOLS

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**Skills:** Data Management, Data Cleansing and Preparation, Data Mapping, Data integration, Data Transformation & migration, CRM Data Management, Data Governance, Data Quality Reporting, Master Data Management(MDM), Data Visualizations, Process Optimization, Cross-functional team collaboration, Stakeholder Management, Change Management, Project Management, Critical thinking, problem-solving and creativity.

**Tools:** SQL, SOQL, Python, Tableau, Excel, Microsoft Office, Jira, Confluence, Salesforce, HubSpot, ERP, ETL Tool, SAP (MDG), ZoomInfo, Lead Space

## EDUCATION

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|---------------------------------------------------------------------|-------------------|
| Applied University of Brandenburg (THB), Germany                    | 10/2017 – 03/2021 |
| <b>Master of Business Administration</b>                            |                   |
| University of Colombo, Sri Lanka                                    | 10/2006 – 10/2010 |
| <b>Bachelor of Business Administration</b>                          |                   |
| Chartered Institute of Marketing (CIM) – UK                         | 2010-2014         |
| <b>Professional Diploma in Marketing, Associate Member - (ACIM)</b> |                   |
| The Institute of Chartered Accountants of Sri Lanka                 | 2006-2008         |
| <b>Certified Business Accountant – (CBA)</b>                        |                   |

## CERTIFICATION

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|------------------------------------------|-------------------|
| CareerFoundry Institute Berlin           | 09/2023 – 03/2024 |
| <b>Data Analytics Course (full-time)</b> |                   |

## Professional Development (Ongoing)

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|---------------------------------------------------------|------|
| IBM Data Manager Professional Certificate (in progress) | 2026 |
| Introducing SAP Master Data Governance (in progress)    | 2026 |

## HOBBIES & INTERESTS

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Traveling, Movies & TV Series, Music, Strategy Board Games, Cooking & interested in Geo-political topics.