

# Madusha Cooray

Waterloo, Ontario, Canada

[hello@madusha.com](mailto:hello@madusha.com)

[linkedin.com/in/madushacooray](https://www.linkedin.com/in/madushacooray)

## Summary

I'm an Engineer/Designer/Entrepreneur. I like to learn something new every day and I ♥ building useful things with people that are smarter than me.

## Experience

### **Building relationships with Innovators, Developers & Community Builders**

Google Developers

Jul 2018 - Present (4 years 4 months +)

Program Manager of Google Developer Experts program and Developer Student Clubs

Reach out to me if you are...

- A fellow community builder or technology evangelist
- An innovator(s) who are looking to solve a big problem
- A developer who wants to learn more (or need support) about Google products

via ASG

### **Technology Consultant (Digital Media)**

[madusha.com](http://madusha.com)

Feb 2014 - Present (8 years 9 months +)

Drop me a line...



### **Director - Waterloo Chapter**

Founder Institute

Jan 2016 - Jul 2019 (3 years 7 months)

Co-Director of the Waterloo Region chapter of The Founder Institute - the world's largest entrepreneurship training and startup launch program. Through a structured, 3 - month curriculum of weekly training courses and business-building assignments, entrepreneurs will graduate from the Founder Institute as the Founder of an enduring company.



### **Vice President Operations**

Focus21 Inc.

Feb 2017 - Aug 2017 (7 months)

Focus21 specializes in partnering with science and technology-based organizations (engineering, urban planning, energy, health, food, resource, and water) to develop cutting-edge and first-of-its-kind information solutions. By strategically applying 21st-century web, mobile, design, and data analysis approaches, we enable our clients to make sense of a complex world.

## **Manager, Startup Services & Investor Relations**

Communitech

Aug 2014 - Feb 2017 (2 years 7 months)

Over the past two years, I mentored close to a thousand companies (both hardware & software). Companies that are at ideation, validation, and even scale-ups. I've managed to build relationships with close to 300 VCs and Angels across the globe. My recommendations and connections between investors and startups resulted in attracting close to \$10million in seed to series A funding.

## **Operations Manager & Analyst**

Infinidy Corp

Nov 2012 - Jan 2014 (1 year 3 months)

# Managed InfiniDy's cross-functional technical team to ensure projects are delivered within budget and on time;

# Partnered with the creative leadership in InfiniDy to optimize the trade-off between quality, time and cost for product issues while focusing on the company's business objective;

# Adopted company-wide best practices, technologies and tools for gaining efficiencies during product development;

# Designed, developed and maintained InfiniDy's web platform;

# Worked with developers and engineers to define and implement metric hooks and tracking tools for the product. The data was analyzed to drive intelligent decisions for optimization or new content development;

# Conducted extensive analysis and data investigation of KPIs from both performance based and marketing, in addition to analyzing how these factors influence each other;

# Optimize monetization by performing A/B and multivariate tests with support from the Analytics team;

# Published, designed and implemented metrics and reporting; including regular executive management reports, forecasting, presentations, robust excel based models, and other game evaluations;

# Managed pricing of virtual goods, track and optimize game economy, balance customer experience and revenue opportunities;

# Setup and ran numerous email marketing campaigns, and notification campaigns;

# Built strong, effective relationships with external business partners.

## **Co-founder**

Cinnux Inc.

2011 - Dec 2012 (2 years)

# Was in charge of the overall strategy, operations, business development and promoting Cinnux and its products;

# Developed short-term and long-term planning and budget development to support strategic business goals, financial oversight and monitoring;

# Directed and participated in acquiring, building partnerships and growth activities to support overall business objectives and plans;

# Managed and coordinated all digital marketing, advertising and promotional activities;

# Conducted extensive customer research, current market conditions, pricing and competitor information;

# Developed and implemented marketing plans and projects for new and existing products;

# Manage and launch strategic, social media campaigns.



## **Mechanical Engineer (Quality Assurance)**

### **BlackBerry**

May 2007 - Jul 2011 (4 years 3 months)

- # Worked closely with commodity managers and supplier quality engineers to ensure component quality and reliability;
- # Accountable to support and coordinate supplier quality activities to deliver qualified parts from qualified suppliers to contract manufacturers;
- # Collaborated closely with Design, Manufacturing and Supplier teams through the product's development cycle, to improve quality;
- # Conducted material property testing and qualification for Smartphone materials including PCB's, components (BGA's/QFN's etc.), glass, and plastics;
- # Evaluated the reliability of new material and technologies that can be used in smart-phones;
- # Developed custom ad-hoc tests when a standardized test did not exist or was not applicable (ASTM/ISO);
- # Participated in all prototype builds, prepared work instructions, built reports and communicated with suppliers for problem solving and process improvements;
- # Metallurgical Quality work - qualification of manufacturing processes and products (including rework techniques) and failure analysis;
- # Mechanical requests - metrology, tensile testing, shear testing, keypad testing;
- # Developed and established manufacturing process and deliverables inclusive of process capability, standard time, process training and was responsible for conducting quality work for product ramp up and mass production at outsourcing sites;
- # Point of contact for hardware and some software quality and reliability questions and concerns for mobile carriers;
- # Conducted non-conformances, audit of consigned material. Responsible for driving investigation on customer complaints and elaborating formal responses. Worked with cross-functional teams on the implementation of containment, corrective and preventive actions, driving problem resolution to customer satisfaction;
- # Leveraged of Six Sigma for problem-solving, process improvement and best practices to achieve FY strategic objectives;

## **Marketing Manager**

### **Niagara Faucets**

Nov 2010 - Jun 2011 (8 months)

- manage and coordinate all marketing, advertising and promotional activities
- conduct market research to determine market requirements for existing and future products
- analysis of customer research, current market conditions and competitor information
- develop and implement marketing plans and projects for new and existing products
- manage and launch a strategic, social media campaign
- manage the productivity of the marketing plans and projects
- monitor, review and report on all marketing activity and results
- develop pricing strategy

## **Campaign Manager**

Dr. Franklin Ramsoomair - Mayoral candidate for the City of Waterloo

Jul 2010 - Oct 2010 (4 months)

- Oversaw all aspects of research, drafting and implementation of a city wide campaign plan.
- Found volunteers and managed campaign staff.
- Built effective grassroots campaigns, building coalitions.
- Managed and launched a strategic, very successful social media campaign.
- Lead the fundraising team in identifying and soliciting funds.
- Managed all aspects of fiduciary oversight, legal administration and adherence to campaign finance reporting requirements.

### **Mechanical Designer (co-op)**

Instrumar limited

May 2005 - Aug 2005 (4 months)

- Responsible for the design of a new sensor housing that can withstand the vibration and mechanical shock caused in the production line.
- Responsible for designing bracket assemblies, portable power supplies, hardware design of PLC units, plant layouts and prototyping.

### **Mechanical Designer Co-op**

Baader-Canpolar

Sep 2004 - Dec 2004 (4 months)

- Responsible for 3D designs, Stress analysis (FEA), feasibility and safety checks on the designs.
- Assembled and tested prototypes, data recording and analysis

## **Education**



### **Memorial University of Newfoundland**

Bachelors, Mechanical Engineering

2001 - 2007

Studies Mechanical Engineering (co-op)



### **Wilfrid Laurier University**

MBA, Finance & Innovation and Entrepreneurship

2008 - 2011

### **International School of Geneva**

1999 - Present

## **Licenses & Certifications**

**Six Sigma Green Belt**

**Design of Experiments (DOE)**

## **Skills**

Strategic Planning • Management • Venture Capital • Start-ups • Strategy • Mobile Devices • Leadership • Market Research • Project Management • Cross-functional Team Leadership