

# Global Venue Experts Forum



## **Dileep Mudadeniya**

Senior Vice President Global Alliances and Partnerships & Head of Corporate Affairs  
John Keells Leisure & John Keells PLC

With 25 years of leadership experience in the tourism industry, Dileep Mudadeniya is specialized in strategic planning marketing and communication. Dileep has been instrumental in effectively positioning and building brand equity for Cinnamon Hotels & Resorts, which was awarded the prestigious title of 'Most Valuable Hospitality Brand in Sri Lanka' for the second consecutive year in 2021. Dileep continuously leads multi-faceted communications campaigns, signature events that not only achieve immense visibility for Cinnamon, but also raise the profile of Sri Lanka as a top travel destination at large.

Dileep and his team have brought several international recognition and globally-acclaimed events to the island, some of which include; Miss France, Mamma Mia!, the Sound of Music, George Calombaris, Marco Pierre White) and more. He also spearheaded the Cinnamon Travel Bloggers Awards and the Future of Tourism Conference, both of which were industry-first events that harnessed the full potential of digital engagement. He is also a leading researcher in the concept of nation branding and published several articles.

Whilst renowned for his development and implementation of strategic marketing plans, Dileep also specializes in relationship marketing, communications, sales, branding and crisis management. Previously, Dileep served the public sector at the Sri Lanka Tourism Development Authority. He was also appointed to the Sri Lanka Tourist Board as a Director – Marketing, and to date, the youngest to have held the position. He continues to hold several other positions in Sri Lanka tourism as Director for France and S. Europe and as the first Managing Director of SLTPB and successfully launched Sri Lanka tourism's first integrated destination campaign. During his time on the Board, working with France and Benelux countries, Dileep developed strong relationships with agents, leaders and travel professionals across European markets. Due to his fluency in the French language, he transformed the Sri Lanka tourism office in France and developed the French market to Sri Lanka through unique and innovative destination marketing strategies.

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Under his stewardship, Sri Lanka Tourism reinforced international ties and deployed some of the most powerful marketing campaigns that the country has seen. Some of these included; the Hikkaduwa Beach Festival, the International Indian Film Awards, the Arugam Bay Surfing Festival and the 'Volunteer for Tourism' program. He also played a key role in the transformation of the national tourism structure with the new tourism law no 38 of 2005.

He was a board member of the Pacific Asia Travel Association (PATA), Member of the National Task force in Tourism, and served many national committees in tourism.

Dileep is an alumnus of the University of Colombo, an Attorney-at-Law, and a fellow of the Chartered Institute of Marketing. He is a Chartered Marketer, alumni of University of Hawaii in tourism management and also holds a MBA in Marketing. Dileep was also the winner of the Ten Outstanding Young Persons Award (TOYP) in the public sector category. He is now reading for his PHD at post graduate institute of Management (PIM).