

# Chathuranga M. Vithanage

Technical Project Manager | Product Innovation Lead | Business Strategist

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Dynamic Project & Product Manager with 8+ years of experience leading cross-functional teams across software, product, and innovation projects. Proven track record of driving complex technical initiatives from concept to market by combining startup methodologies with deep industry insight. Skilled in Agile delivery, product lifecycle management, and stakeholder alignment across global teams. Recognized for launching a global social platform and driving success in early-stage tech and innovation ventures across industries.

## WORK EXPERIENCE

**Project & Business Lead – OnEKnit** 2024 – Present  
**Twinery – Innovations by MAS**

Led the project operations and business strategy of OnEKnit, a transformative initiative within MAS Holdings aimed at revolutionizing apparel manufacturing through zero-waste, on-demand, yarn-to-garment production using Flat-Knit technology—akin to 3D printing for apparel.

- Implemented startup and software project management methodologies (Lean Canvas, Agile (Scrum Framework)) to enhance apparel innovation processes and accelerate timelines within OnEKnit.
- Designed and executed a data-driven customer acquisition strategy, leveraging AI, ideal customer profiles (ICPs), and weighted scoring to reduce research time by 95%.
- Streamlined AI/ML project pipeline and led ClickUp integration to enhance cross-team visibility and execution.

**Co-Founder & Technical Project Lead** 2016 – 2024  
**Vyral (Pvt) Ltd.**

Co-founded and scaled Vyral from a geolocation-based social networking startup into a diversified software and innovation company, delivering customer-centric digital solutions and pioneering new product ventures across 5+ industries. Played a pivotal role in shaping the company's strategic direction, leading product development, team growth, and market expansion efforts.

- Designed, developed and launched Vyral social platform, enabling geo-tagged content discovery across 5 countries, utilizing Java, Google Maps API, AWS, Google Analytics, Instabug, OneSignal and REST APIs.
- Secured a finalist position among 50 innovative startups at the John Keells X 2017 Startup Accelerator, and represented Sri Lanka as part of a 10-member startup delegation at Innovfest Unbound 2016 in Singapore.
- Launched and led Vyral's software solutions division, expanding the team and driving 500% revenue growth in 12 months. Delivered 15+ end-to-end projects for 5 clients, and led cross-platform development using React, React Native, and Alexa Skills Kit—reaching users in 73 countries.

## EDUCATION & CERTIFICATIONS

**Professional Scrum Product Owner** 2022  
**Scrum.org**, Burlington, MA

**Dynamic Leadership - Level 1–3** 2019 – 2021  
**Toastmasters International**, Englewood, CO

**BSc (Hons) in IT - Specialized in Software Engineering (2<sup>nd</sup> Class - Upper Division)** 2012 – 2016  
**Sri Lanka Institute of Information Technology**, Colombo, Sri Lanka

**Global Startup Labs** 2015  
**Massachusetts Institute of Technology**, Cambridge, MA

## LEADERSHIP EXPERIENCE

### District PR Coordinator

2020 – 2021

#### District 82 - Toastmasters International

Coordinated district-related public relations activities for District 82 of Toastmasters International, impacting over 250 clubs with a membership base exceeding 15,000 Toastmasters.

- Created the online submission system for District 82 Awards and reduced the submission process duration by 95%.
- Co-led the D82 Spotlight Webinar series, which enabled an audience of over 500 Toastmasters from Sri Lanka to learn from World Champion Toastmasters.

### Charter President

2019 – 2020

#### Startup Colombo Toastmasters Club

Elected as the Charter President of Startup Colombo Toastmasters Club and guided the charter executive committee and the 20-member club into the top 10% of clubs in District 82.

- Conducted the club to have 50% guest participation with more than 30 audience members present at each meeting, resulting in a 25% increase in the membership base.
- Led the club to achieve President's Distinguished Club status in its charter year by securing 9 out of 10 Distinguished Club Program (DCP) points, consequently earning the Rising Star Award.

## CORE COMPETENCIES

Leadership Skills	Technical Skills	Frameworks and Tools
<b>Product &amp; Project Management :</b> Expert-level experience in leading product development cycles from concept to launch and overseeing projects using Agile methodologies.	<b>Mobile &amp; Front-End Development :</b> Proficient in React, React Native, JavaScript, TypeScript, Next.js, Swift, and Unity for building responsive web and robust mobile applications.	<b>Agile Development :</b> Certified professional in Agile-SCRUM methodologies (PSPO) with hands-on experience in Git, GitHub, and CI/CD practices.
<b>Business &amp; Team Leadership :</b> Proven track record in business growth strategies and effective cross-functional team leadership.	<b>Programming &amp; Back-End Technologies :</b> Adept in Node.js, Redux, SQL, Java, C#, and .NET for building scalable back-end solutions.	<b>Project Management Tools :</b> Versed in using Jira, Asana, Trello, ClickUp, Basecamp, and Notion for project tracking and team collaboration.
<b>Strategic Communications &amp; Community Development :</b> Skilled in articulating vision, aligning teams and building diverse communities.	<b>Cloud, AI &amp; APIs :</b> Experienced in Google Cloud Platform, AWS, GPT-4, and Google Analytics for building cutting edge cloud based services.	<b>Testing and UI :</b> Knowledgeable in using Jest for unit testing and Material UI for designing intuitive and modern user interfaces.

## ACHIEVEMENTS & OTHER

### District Director's Recognition Award

2022

#### District 82 - Toastmasters International

### Finalist

2017

#### John Keells X Startup Accelerator

### Semi-Finalist

2016

#### CIMA Launchpad Startup Competition

### Merit Award - Tertiary Technology Category

2016

#### National Best Quality Software Awards

### Gold Award - Best Final Year Research Project

2015

#### Sri Lanka Institute of Information Technology