

MRS DEVIKA ELLEPOLA

Mrs. Degiri Marini Shobana Devika De Zoysa Samarasekera Ellepola (Devika Ellepola) holds a Bachelor of Laws (LLB) from the University of Colombo (2004)), providing a solid grounding in regulation, policy interpretation, and ethical decision making that complements her commercial expertise.

She is a seasoned commercial leader with more than twenty-five years of experience in the aviation industry. From 1998 to February 2025, she served as Head of Passenger Sales – Emirates Airline (Sri Lanka), where she led market expansion and brand-building initiatives that strengthened the carrier's position in Sri Lanka. Her leadership was characterized by rigorous data-driven decision-making and the practical application of analytics on pricing and yield management. She championed the digital transformation of sales and customer programmes.

A committed mentor and people developer, she has built high-performing teams, coached emerging leaders, and raised organisational capability through structured performance management and targeted learning interventions. Her contributions to business leadership have been recognised with multiple accolades, including WIM Top 50 (2021) and the CEO Global Businesswomen Award (2025). Beyond her executive roles, she contributes to the advancement of the profession through active participation in CILT, WCIC, and WILAT, supporting advocacy, knowledge sharing, and inclusion in logistics and commerce.

Mrs. Ellepola currently serves as an aviation business mentor/consultant and as an Independent Wealth Planner at AIA Insurance, broadening her perspective on customer strategy, governance, and risk across adjacent sectors.