

## EAST AFRICA SEAWEED COMPANY LIMITED TANZANIA

### EXECUTIVE DIRECTOR CV

Expert in depth knowledge of the Seaweed industry with practical experience in seaweed value chain expansion. Expert Business Development and Marketing Skills for new market penetration in seaweed industry.

Strong experience working alongside small hold farmers to produce quality fair trade seaweeds to international buyers and for commercial carrageenan manufacturers. Strong experience working with purchasing and logistics for international export.

Strong researching skills and new seaweed trends market development.

Strong Seaweed product development and Business Development Experience.

Critical and analytical thinker to realize solutions to complicated projects.

Strong project management skills; with the ability to realize projects from inception to execution.

Keen attention to detail with the ability to recognize dates, times, schedule and cultural conflicts.

Exceptional written and verbal communication skills with strong training, pitch and presentation skills to simplify and share complex ideas.

Experience creating value capture models and feasibility studies in seaweed.

Excellent decision-making skills with the ability to evaluate and assess the best possible course of action for project survivability.

Well- traveled with an international outlook, providing a wealth of resources and knowledge in key global seaweed partnerships.

Strong computer technical skills.

Passion for African seaweed community development and willingness to learn and apply new skills.

Excellent soft skills with proven leadership abilities relationship building skills, with exceptional emotional intelligence.

Level headed and ability to keep calm in high stress environments

### EASTERN AFRICA SEAWEED EXPANSION DEVELOPMENT SPECIALIST

- Contract Negotiations
- Seaweed Site Evaluation
- Seaweed Farming Project Development
- Strategic Planning
- Account Management

- Sustainability & Equity Driven
- Seaweed Consumer Development
- Problem Solving & Decision Making Skills
- Community Relationship Building Skills
- Seaweed Market Development

- Vendor Relationship Management
- Project Management
- Budget Development & Management
- Equity Supply Chain Focused

- Eucheuma Spinosum Processing for Human Food & Nutrition Specialist

and circumstances.

## PROFESSIONAL EXPERIENCE

### **Director, East Africa Seaweed Company Limited, Dar Es Salaam, Tanzania 2021-Present**

#### *New Seaweed Industry Development and Expansion on Mainland Tanzania*

- Developed Seaweed Expansion Plan on Mainland Tanzania utilizing Co-Packing and Consumer facing strategies.
- Worked with local governments to introduce our seaweed activities and opportunities for employment.
- Managed Operations and supervised staff from local community in seaweed processing and packaging.
- Created and Developed the Mwani Mama Seaweed Juice Bar Franchise for rapid seaweed expansion.
- Performed site inspections for seaweed viability on Mainland Tanzania including Mtwara District and Dar es Salaam Kinondoni District.
- Introduced and implemented hygienic Seaweed drying and processing to Tanzania
- Created Mwani Mama Brand including logo, brand and packaging
- Created and Developed the Mwani Mama product line of consumer packaged goods based on Eucheuma Spinosum Seaweed.
- Developed and Opened Mwani Mama Seaweed Concept Restaurant in Dar Es Salaam
- Performed product development of Seaweed based consumable and cosmetic goods
- Developed and Managed Budgets for Company expansion projects.
- Engaged International Buyers of Seaweed to improve export sales of fair trade Seaweed from Tanzania.
- Engaged with local and international buyers of processed Seaweed based products.
- Created Company policies and sustainability practices for harvesting and processing wild and farmed seaweed.
- Created industry feasibility studies to successfully attract investors and raised funds.
- Developed a Species Specific, go-to-market Strategy for local and international market entry of sustainably wild harvested seaweeds and farmed Seaweeds on Mainland Tanzania.

- Applied for and received all company documentation and licenses for operations, processing and export.
- Provided consultation and insight to the Ministry of Fisheries and other key stakeholders on the state of seaweed and ocean sustainability initiatives.
- Developed early marine biology curriculum for elementary aged students on climate change, ocean protection and marine sciences.
- Performed Environmental Assessment for Seaweed cultivation on 9 Beaches in Dar Es Salaam.
- Partnership with seaweed farmers to eradicate exploitation in remote villages by purchasing at fair prices
- Researched and developed partnerships with international bulk seaweed buyers in the Carrageenan Industry.
- Performed in depth research on seaweed industry, research institutions, and published documents to understand new models in seaweed utilization.
- Engaged the Government of Tanzania on Real Estate projects to develop Seaweed Farming and Eco Tourism projects in Dar Es Salaam.
- Engaged World Wildlife Fund on Seaweed Development Initiatives impacting their seaweed farmer network
- Signed and Implemented UN Social Development Goals towards life below the Ocean and Gender Equality
- Joined Seaweed Organizations such as Global Seaweed Coalition to implement best practices
- Liaised with other stakeholders advisors and investors on best course of actions
- Prepared company budgets, roadmaps and project projections.
- Developed Tanzania's first Dried Seaweed Co-Packing Strategy to increase and facilitate stakeholder market share and fair trade.
- Built Company Websites, filmed and edited promotional videos and Presentations
- Managed 4 Company Seaweed Expansion Projects: Office Building Rehab; 9 Months. Restaurant Conversion; 6 Months, Drying Sheds and Drying Tables 3 Months Ununio Beach Jetty and Restaurant Construcion.-6 Months (ongoing)

**GERMANTOWN UNITED, Community Development Organization Philadelphia, Pennsylvania 2018-2019**

*Business Manager, working with developing businesses and opportunities similar to a Chamber of Commerce*

**Business Corridor Manager**

- Liaised between the City of Philadelphia and Organization to contribute on economic policy in the community.
- Communicated with Landlords within business corridor on availability of premises.

- Ensured that city policy took into account the business population needs.
- Kept an active inventory of leased and available properties within the business corridor.
- Worked with new tenants to overcome permits and licenses to open and operate within the business corridor
- Engaged licensed contractors to execute needed works within the business Corridor.
- Created marketing and promotional materials for seasonal business activities
- Developed and updated company website and Social Media Pages on Community activities
- Prepared Budgets and liaised with Director and Board Members.
- Assisted Director with grant writing.
- Engaged local business community through hosing, organizing and facilitating business meetings, seminars, workshops on entrepreneurship and business development. Development.

**PROUDLI GLOBAL STRATEGIES** USA, UAE, CHINA & CARIBBEAN  
**2013-2017**

*International business consultant / new markets expansion strategies to expand Western businesses into China Technology START-UP*

**Chief Executive Officer**

- Developed Websites, Mobile Applications and Digital Marketing platforms between trade into China from Africa.
- Created Shipping Partnerships and trade strategies with shipping companies along major shipping hubs between China, North America, Caribbean Africa, EMEA.
- Entered and won international technology pitch competitions in China, Jamaica and Jordan.
- Developed relationships with Consulate Economic Envoys in South Africa and China.
- Developed relationships with Sino-Mozambique Business Bridge in China to strengthen China-Africa trade.
- Developed Profit and Loss Statements, Budgets and Financial Planning Strategies for sales and expenditure objectives.
- Prepared and presented Memorandums of Understanding to trade partners.
- Developed relationships with food based manufacturers and managed accounts of partners seeking access to Chinese food focused trade shows.
- Developed strategies for food based companies seeking access into China using China E-commerce trade policies.

- Developed international sales team for new market expansion for consumer based products.
- Multinational team development.
- Developed label and packaging translation strategies for consumer goods access into China.
- Pitched to C level venture capitalists, accelerators and fund managers.
- Utilized Analytical tools, sales tools and marketing methods to keep track of projects, goals and targeted performance indicators.
- Traveled extensively to establish long-term relationships in trade and commerce.
- Provided guidance on compliance with ISO standards and China Customs and Quarantine & Shipping, label and packaging guidelines for importing commodities into China.
- Assisted global companies on sourcing strategies and opportunities to purchase goods from China.
- Successfully engaged International Chambers of Commerce and Trade Entities to develop new business opportunities.
- Obtained business class visas and immigration documentation for international operation.
- Researched, engaged and developed relationships with vendors to hit sales targets. operational, administrative and financial duties as necessary.
- Developed, motivated and managed interns, international sales and marketing team.
- Prepared company documents for loans, proposals, grants and seed funding.
- Developed international events to bring together Chinese buyers and Western Companies.
- Expanded company into new markets along major logistics hub in the Post Panama Expansion/Maritime Silk Road for better ease of business with China (Dubai, Mozambique & Caribbean)
- Prepared and shared findings pm Readiness in Technology & Trade to UN Global E-Commerce week 2017

**GUIDEPOINT GLOBAL CONSULTANTS Travel & Tourism Business**  
Development Private Consultant USA,UAE, AFRICA, ASIA  
**2010-2020**

- Strategic Business Development Consultant
- Provided Invaluable Business Consultation services to Travel and Tourism Real Estate Developers, Tourist Boards, Corporate Travel Companies, Private Companies and Ministries of Tourism and Tourism Investors in Asia, Middle East, Africa and the Caribbean

## EDUCATION

**Diploma Documentary Filmmaking**, New York Film Academy **2020-2021**

**B.B.A.** Bachelors of Business Administration/Hospitality Management Monroe College, New York **1998-2001**

### TECHNICAL SKILLS

Microsoft Office Suite, Project Management Software, Word Press, Adobe Premier, Adobe Creative Tools.

### SOFT SKILLS

Friendly, Insightful, Humble, Accommodating and with, "Can Do Attitude". Entrepreneurial, excellent communications and listening skills, extremely curious, intuitive, strong analytical skills, creative and comfortable working in an international team, culturally aware and sensitive.

### CHARACTER & PERSONALITY

Influential and motivating character, Charismatic, driven and results oriented, proactive, confident, self-starter, natural leader, problem solver, determined, grounded, trustworthy, flexible can do attitude strong work acumen and diplomatic, charismatic, goal-oriented, cheerful & optimistic.

## MERITS, CERTIFICATIONS & LICENSES

- Pearl as One, Certified Cultured Pearl Specialist  
**2019**
- UN Global E-Commerce, Special Emerging Markets Delegate Geneva  
**2018**
- Foundation of Innovation and Entrepreneurship in China, City University of Hong Kong **2017**
- Google, Twitter & Facebook Digital Marketing Certifications  
**2020**
- Winner Jamaica Stock Exchange Entrepreneur Challenge  
**2017**

- Business Mandarin, Sias International University, Henan Province, China  
**2015**
- Tech Developers Boot Camp Certification, Oasis 500 Amman Jordan  
**2015**
- Plug and Play favorite New Company, Zhengzhou Investors Forum Zhengzhou  
China **2015**
- Plug and Play Camp Unicorn favorite, Beijing China  
**2015**
- Plug and Play Elite Company, Suzhou China  
**2015**
- Lancaster University, Addressing Global Food Security  
**2014**
- American Express University, Corporate Branding and Global Marketing  
Certifications **2005**
- American Express University, Certified Professional Sales Person  
**2004**
- American Express University, Train the Trainer Professional Certificate  
**2003**
- American Express University Six Sigma Black Training
- Gold Coast Real Estate, Real Estate Sales and Law Certificate  
**2002**
- Arts Institute of New York, Restaurant Management Certificate  
**2001**
- Travel Careers International, Travel Technology Systems Certificate  
**1998**
- University of The West Indies Continuing Education, Tourism& Travel  
**1997**

## REFERENCES



Name: **Judith Sears**  
Reference Type: Professional  
Job Title: CEO Seaweed Entrepreneurs USA  
Years Known: 8  
Day Phone: (215) 917-7960

Name: **Sophia Simba**  
Reference Type: Professional  
Job Title: **Former Tanzania Minister of Women Youth & Gender Affairs**  
Years Known: 3  
Day Phone: (255) 784-282-677

Name: **Dr. Harrison Charo Karisa**  
Reference Type: Professional  
Job Title: **Senior Fisheries Specialist Aquaculture World Bank Group**  
Years Known: 2  
Day Phone: (202) 967-8998

**INTERESTS: Community Development Initiatives**  
**AFRICAN SEAWEED PROJECT 2022-2023**

A Multi-Stakeholder Cooperative Allowing Seaweed Farmers in Remote Villages to access markets to retail their seaweed directly to International Buyers

- Developed Multi-stakeholder platform for African Seaweed farmers
- Created feasibility studies and Market expansion strategies using Cooperative process.
- Built Web platform for seaweed farmer-retailer communication

**PHILADELPHIA COMMUNITY INITIATIVE 2019-2020**

Germantown Honey Meadow, Community Beekeeping Project

- Developed program for community beekeeping and processing initiative utilizing abandoned buildings for beekeeping creating jobs and opportunities in our community
- Created feasibility study, financial projections, Marketing strategy, Swot Analysis and Business Model Canvas.
- Performed site selection for project viability.
- Presented project to City Council Officials and Community Members for support.

**RELEVANT LANGUAGE SKILLS**

- Native English Speaker
- Basic Swahili

**PASSPORTS, TRAVEL, VISAS**



- American Citizen with Valid US Passport
- Jamaican Citizen
- Tanzanian Residency Willingness to travel as required