

MERON GIRMA WOLDEYOHANNISE

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1. Personal Data

- **Date of Birth:** 25th October 1987
- **Sex:** Female
- **Place of Birth:** Addis Ababa, Ethiopia
- **Nationality:** Ethiopian

2. A short summary of my professional background

- Fifteen years work experience in business and economic development as a lecturer, trainer, consultant, researcher, project manager, and program coordinator.
- Meron is working in consulting and training area focusing in entrepreneurship, Business Development Support (BDS), marketing, financial literacy, and life skills training since 2016. She is working this job closely with different TVET colleges. As part of the different capacity building program, she has an experience of establish a network between project beneficiaries and microfinance institutions in order to start and/or growth their business. For instance, she builds the capacity of 200 Somalian Refugee women in Dolo Ado through Save the Children. She is also a certified Active Citizenship Social Enterprise trainer. Moreover, she is international certified in working international trade area. In nutshell, Meron has an experience of MSMEs and working starting from local economic development to international trade and regional integrations.
- Accumulated experience of project planning, management, implementation and monitoring, and evaluation

3. Educational Background

- LLM, International Trade, Business and Investment Law, 2023, University of Western Cape, Cape Town, South Africa
- Post-graduate diploma in Local Economic Development, 2022, Erasmus University, Rotterdam, The Netherlands
- Professional Certificate in International Trade, 2018, University of Adelaide, Australia
- MBA, Human Resource, 2013, Addis Ababa, Ethiopia
- IV Certificate, TVET in Training and Assessment, 2012, Chisholm Institute, Melbourne, Australia.
- Bachelor degree, Business Management, 2007 Adama University, Nazareth, Ethiopia

4. Other Training

1. Transformational Leadership, August 2021-April 2022, Institute of International Education (IIE)
2. Private Public Partnership (PPP), June 2020, UNECA
3. Active Citizenship Social Enterprise, October, 08, 2018-13, 2018, British Council, Debrezet, Ethiopia
4. Trade Policy and Negotiation: October 07, 2017- December 02, 2017, University of Adelaide, Cape Town, South Africa.
5. Increasing Agricultural Development Research Impact: October 03, 2015-November 27, 2015, Sydney University, Nairobi, Kenya.
6. Vocational Teachers Skill Upgrade: 08 September- 18 November 2012, Chisholm institute, South Africa and Mauritius
7. Debate to Action: British council and World Bank, Duration: six-month, Place: Addis Ababa
8. Leadership: MSH & USAID, Duration: six month
9. Fundraising Concept, Driven Entrepreneurship and Fundamental of Starting a Business: Bureau of International Information Program; U.S. department of State
10. Entrepreneurship: Addis Ababa TVT agency, Duration: Five days

5. Membership of Professional Associations:

- Ethiopian Economic Association; Member
- Ethiopian Women Coffee Association: Export market technical assistance
- Ethiopia-Australia Alumina Association; Core member and Secretary

6. Work Experience

6.1 Voluntarism and community service

- Teach and empowerment of women entrepreneur in collaboration with Save the Children and Selam Children Village
- Women economic empowerment in collaboration with British Council in Ethiopia by assisting them in creativity, innovation, sustainable business marketing strategies and business growth strategies.
- Empowering women through Ethiopia Australia-Alumina Association

6.2 Part time

6.2.1 Research Assistance, Carleton University, Ottawa, Canada (01/01/2022 to 30/11/2023)

- Working on the AfCFTA trade policy and negotiation and its implementation analysis in line with other regional integration experience such as the EU

6.2.2 Research Affiliate, Faculty of Agriculture and Environment, University of Sydney, Sydney, Australia (September 2015 to November 2015)

- Work on policy developmental research through a project titled “increasing the agricultural research impact”

6.2.3 Business Instructor; Andinet International University (09/2015-06/2018)

- Teach business courses such as international market, principle of marketing, economics, etc

6.3 Consultancy and Training

- Conduct a study on AfCFTA level of implementations and forward policy direction indicators for Carleton University, Ottawa, Canada.
- Develop eLearning and E-commerce material on AfCFTA agreement and export market readiness. The eLearning and E-commerce material is uploaded on a website of “Sheba NextGen Consultancy”.
- Build the capacity of potential SMEs for export marketing in accordance with the privilege given by AfCFTA, funded by Australia Embassy (I am the project leader) and implemented in partner with Ethiopian Chamber of Commerce and Ministry of Labour and Skill. This is a one-year project that included a baseline survey, training, networking, coaching and mentoring.
- Active citizenship social enterprise leadership training for 1000 youth through British council Ethiopia, organized by Ministry of Peace in 2021 (in this project I was a team leader of the Jimma, Debremarkos and Adama project area). In addition, the social enterprise leadership training is delivered from 2018 to 2019 organized by Youth and Cultural Foundation and Initiative Africa, funded by British council(for this I was a trainer for the five area training delivery that address about 200 youths).
- Inquiry based science education for girls. This project focus on the sexual right of the girls in science education as equal to boys funded by Australia Embassy
- Supply chain management analysis and implementation for public transport sector, funded by World Bank and implemented in collaboration with Addis Ababa Transport Management Office. In the project, I am the project leader as well as a consultant in the supply chain analysis. The project duration is one year (from 2015 to 2016).
- Train 100 SMEs and other key stakeholders on Local Economic Development (LED) approach and corporate social responsibility
- Train and consult 600 youth of Somalia refugee on entrepreneurship and business small business management, then assist them to start their own business through Save the Children
- Design business model and set institutional design for Public Transport Maintenance Shops through Addis Ababa Transport Management Bureau
- Consultant and preparation of business plan for different Organization such as SOS Children Village and Selam Children Village for the purpose of income generation activities.

- Consult five micro enterprise stakeholders on marketing and negotiation skills, business leadership and management, financial planning and strategic management in communication with small and micro finance institutions in Addis Ababa.
- Trainee and empower urban business women and entrepreneur on negotiation, innovation, marketing skills, logistic supply, business leadership, and management through Save the children, , Action AID, Australian AID, Selam Children Village, MSH, USAID and British Council.

6.4 Full Time

6.4.1 General Manager and Founder, Sheba NextGen Consultancy Service, since 2022

Summary of Responsibility

- I lead the organization as well as work as an expert on three sectors: trade and investment, enterprise development (MSMEs), as well as local economic development.
- As an expert I am responsible to enhance the interventions of Women and Youth in SMEs to commence or strengthen export market through value added products.

6.4.2 Project Manager, Youth and Cultural Development Foundation (01/02/2018 to 31/01//2020)

Summary of responsibility

- Manage the implementations of different project work and implement works on business development and related areas. The projects are mainly focused on women and youth in SMEs advisory for fostering their involvement in export market and regional integrations through creation and strengthening of public private partnership.
- Develop and implement strategies that promote women and youth in MSMEs through empowerment and capacity building
- Establish and strengthen networks with different stakeholders to build the capacity of Women, Youth, and MSMEs.

6.4.3 Business Developmental Consultant, Anchor Wealth Consultancy Service (01/09/2014-30/01/2018)

Summary of Responsibilities

- Working as a consultant in business development area as well as manage the implementations of different consultancy work. The business development focuses on local economic development and international trade.

6.4.4 Program Coordinator, Fromseas Education and Training (FEAT) S.C (From 01/06/ 2013 to 30/08/2013)

Duties and responsibilities

- Guiding and facilitating the implementation of four FEAT Programs(i.e consultancy, education, training, and publication, and conduct research)

6.4.5 Business Instructor, Selam Children Village (From 01/10/2009- 30/05/2013)

Duties and Responsibilities

- Preparation of peer reviewed articles, research reports, briefs and other communication materials including gender checklists and research materials in addition to teaching international trade and business management related courses

7. Knowledge, Skills and Experience

- Knowledge of statistical software like SPSS and experiences in database development applying common software like MS Access.
- Knowledge of participatory appraisal and participatory impact assessment tools and database development
- Strong planning, coordination, monitoring and evaluation, negotiation and mentoring as well as coaching skills;
- Computer skills (Word processing, database management, Ms-excel, power point, Ms-access, SPSS);
- Excellent written and verbal communication in English and Amharic as well as basic knowledge of French Language
- Motivation in teamwork, gender equality, participatory approach and sustainable development

8. Special Awards

- Participant of international Essay competition in 2009 on “Effect of Climate Change through Tackling with Youth-Led-Solutions” by World Bank, Norwegian Ministry of Foreign Affairs and Ministry of Strategy Finance.

9.Publication

- The role of auction method for strengthening the informal sector entrepreneur’s capacity: a case of AfCFTA with international journal of Public Administration
- Challenges of regional integration, trade facilitation and gender equity with South African Institute of International Affair.
- Investigation of Cooperation Social Responsibility (CSR), in case of Addis Ababa with Greenwich University and International Leadership Institute.
- Analysis of performance management; a study of TVET organization in Ethiopia with Greenwich University and International Leadership Institute.

- Promoting entrepreneurship in cooperation between university and industrial, a case study in Ethiopia through Addis Ababa University of Biological Society department.
- Role of financial institutions in promoting entrepreneurship and SME's in Ethiopia with Addis Ababa University of Biological Society department.
- Fostering sustainable graduation from social protection in Ethiopia through vocational education program with Centre for Social Protection, UNICEF, DFID and Irish AID.
- Challenges of mechanical engineer design and manufacturing products; a case study in Ethiopia with centre of attention in agriculture thro Addis Ababa University Engineering faculty.

10. References

- Prof. Riekie Wandrag, Tel:+27822023202 , E-Mail: mwandrag@uwc.ac.za, Cape Town, South Africa
- Dr. Moges Shiferaw(PhD), tel: +251911242588 Email: mogesshiferaw@gmail.com, Addis Ababa, Ethiopia
- Prof. Samuel Ojo Oloruntoba, Tel: +613-520-2600 Email: SamuelOjoOloruntoba@cunet.carleton.ca, Ottawa, Canada

I, the undersigned, certify that this CV correctly describes my professional background. I agreed that any misstatement described herein may lead me to disqualify or dismissal of the application.

Meron Girma



January 20, 2025