

## Contact

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## Top Skills

Capacity Building  
Food Security  
Economic Development

## Certifications

Generative AI  
Google Generative AI Prompt Engineering  
Generative AI for Business Leaders

## Honors-Awards

Fellow, University of Melbourne, School of Land & Environment  
Research Grant for Social Policy, Horowitz Foundation for Social Policy  
Certificate for Communication on Project Review (COP), United Nations Global Compact  
Republic of Armenia Gold Medal 'For Achievements in Agriculture'  
Certificate of Appreciation, Ministry of Agriculture of Republic of Armenia

## Publications

Republic of Armenia Product Brief: Wine Market 2004  
(Swahili version) Green Bean and Pea Harvest & Post-harvest Handling Handbook  
Alternative Dispute Resolution: A Commercial Guide to Dispute Management  
Cultivation Practices for Raspberries-Armenia  
Consumers' Attitudes and Preferences for Armenian Wines

# Dr. Jeffrey Engels

Head Management | The Royal Commission for Al-'Ulâ | CEO  
Cultural Oasis Center  
Al 'Ulâ, Al Madinah, Saudi Arabia

## Summary

--An international development executive with experience in private sector, public sector, and not-for-profit sector leadership and consulting across 30+ countries.  
--Extensive experience with governments, enterprises, and civil society to provide solutions to foster sustainable livelihoods. Led programs to grow economies and expand markets. Specialized in private sector and enterprise development, value-chain analysis, global trade, and business.  
--CEO, The Royal Commission of Al-'Ulâ, Cultural Oasis Center, establishing and making the COC a Global Model of economic development, innovative education, cultural richness, and tourism.  
--COO, Business for Millennium Development (B4MD) dedicated to poverty reduction by developing/scaling up business solutions that integrate low-income communities in global value-chains for sustainable social impact.  
--Executive Director, Center for Agribusiness & Rural Development (CARD), a USD10.7M NGO originating from and assuming the activities of USDA's award-winning Marketing Assistance Project (USDA-MAP).  
--Executive Director, USDA-MAP, a 10-year USD62.5M economic development project to rebuild the Armenian agriculture sector after the collapse of the Soviet Union.  
--President, Lockwood International, a USD91M trading company specializing in services and products for large-scale infrastructure projects in emerging markets. Oversaw two U.S. offices and operations in Asia and Latin America.  
--Country experience: Angola, Armenia, Australia, Belarus, Brunei, Chile, China, Georgia, Guam, Hong Kong, Indonesia, Israel, Kenya, Korea, Kosovo, Kyrgyzstan, Latvia, Malawi, Malaysia, Mexico, Mozambique, Myanmar, Oman, Philippines, Russia, Saudi Arabia, Singapore, South Africa, Taiwan, Tanzania, Thailand, Timor-Leste, Uganda, Ukraine, United Kingdom, United States, and Vietnam.

Specialties: economic and enterprise development, international marketing, project design and management, technical assistance and consulting, trade finance, global trade, and value-chain development.

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## Experience

**The Royal Commission for AlUla**  
Head Management (CEO Cultural Oasis Center)  
September 2024 - Present (1 year 4 months)  
Al-'Ulâ, Al Madinah, North-Western Saudi Arabia

Appointed by the Royal Commission of Al-'Ulâ to found and manage the Cultural Oasis Center under HRH Prince Mohammed Bin Salman Al Saud's Initiative in alignment with the country's 2030 Vision.

- Leading the Al-'Ulâ Cultural Oasis Center to make it a Global Model of cultural richness, regenerative agriculture, innovative education, and immersive tourism while engaging with local Bedouin and historically Sendentary communities.
- Protecting, developing, and preserving the Al-'Ulâ Cultural Oasis with its tangible and intangible heritage in accordance with the "Journey Through Time" Masterplan, implementing robust social, economic, and ecological principles to preserve the region for future generations.

**Global Economic Development | Regenerative Enterprises**  
Senior Advisor  
January 2022 - September 2024 (2 years 9 months)  
Washington, DC-based; Global Clients

Working with purpose-driven, data-informed entrepreneurial clients on community-led development to create regenerative solutions that build resilient food systems, create jobs, increase incomes, and link communities to information, capital, and markets.

**Pact**  
Director, Sustainable Markets & Livelihoods (SML)  
January 2020 - December 2021 (2 years)  
Washington, DC

Pact is an international development organization founded in 1971 and works on the ground in nearly 40 countries to improve the lives of those who are challenged by poverty and marginalization. Pact builds systemic solutions in

partnerships with local organizations, businesses, and governments to create sustainable and resilient communities. Pact has expertise in livelihoods, public health, governance, capacity development, NRM, microfinance, monitoring and evaluation, and more.

- Responsible for 25 projects across 14 countries worth \$97.6M.
- Provides strategic leadership, continuously strengthening and revising the organization's livelihoods and economic development strategy, focusing on quality and standards to ensure relevance in regard to industry trends and economic changes.
- Provides key technical direction and assistance to existing Pact projects with livelihoods and economic opportunities components including 1) Access to Capital; 2) Skills and Enterprise Development; 3) Sustainable Livelihoods & Resilience Building; and 4) Inclusive Market Systems.
- Fosters innovation within SML tools and approaches in line with setting global best practices. Develops guidelines and handbooks to assure their effective implementation.
- Builds partnerships and maintains excellent relationships with donors, partners, businesses, and other relevant stakeholders to further Pact's global SML work.
- Grows Pact's SML portfolio through support across the spectrum of new business development needs i.e. partner pre-positioning, drafting capacity statements, providing technical inputs, leading design workshops, lead writer, reviewing pink/red drafts, and championing proposals.
- Represents Pact externally and works with field offices to increase their representation in global, regional, and local events.
- Co-Chair of Gender Community of Practice, providing programmatic and technical support in alignment with Pact's Gender Equity and Social Inclusion commitment.

Independent Consultant

Market Systems & Resilience Strategist

October 2018 - December 2019 (1 year 3 months)

Various countries

- Focusing on transformative agriculture-led growth through market system development resulting from existing, constrained food value-/supply-chains.
- Conducting stakeholder assessments and market research to identify market trends, constraints, and opportunities to reduce poverty and hunger and improve nutrition, incomes, and resilience at the community level.

- Designing training tools introducing best practices and appropriate technologies to develop inclusive bottom of the pyramid (BOP) rural businesses to improve quality production and market competitiveness.
- Building capacity through partnerships, technical assistance, and positioning small-holder producers for private sector investment.
- Assisting businesses with linkages to new private sector income streams.

## Pact

Livelihoods & Economic Development Strategy Consultant

April 2018 - September 2018 (6 months)

Washington D.C. Metro Area

- Provided thought leadership and technical direction for Pact's Livelihoods & Economic Opportunities (LEO) programs. Co-created a 3-year LEO strategy using an integrated approach to holistically prepare the poor and marginalized around the world to move along the development spectrum to provide for current and future needs and be resilient to unforeseen shocks. Included private sector development, women's economic development, digital development, natural resource management, and youth to grow and diversify Pact's global portfolio in alignment with its Strategic Priorities and utilizing best practices.
- Collaborated with and provided technical expertise to Pact Integrated Program Teams, the Transformation Lab, and Country Offices to expand foundational strengths, scale successful demand-driven programs, and create new capabilities and services to better serve Pact shareholders.
- Aided business development support across the spectrum of Opportunity Development, Corporate Engagement, and Innovation Teams to effectively exploit opportunities for synergy, delivery at scale, knowledge exchange, and to strengthen Pact's position. Conducted competitor and donor (government, corporate, and foundations) profiling analysis.
- Member of Pact's Leader of Leaders Group to advance Pact to a Fourth Sector entity. Represented organization in relevant fora at conferences.

## Niassa Wilderness

Senior Technical and Business Advisor

August 2017 - January 2018 (6 months)

Washington D.C. Metro Area

- Served as economic growth and livelihoods resource for Niassa Wilderness Trust Sustainable Economic Development (SEC) Project for production and processing as an alternative revenue source to mitigate illegal crime trade.

- Provided advice on project design to increase yields from subsistence to commercial agricultural production, post-harvest techniques to properly store (aflatoxin abatement) and process value-added surplus production; and access markets for import substitution.
- Lead technical input for proposal development with public and private sector donors.
- Cultivated new business through the identification and expansion of partnerships with donors to secure resources for Phase I activities. Develop teaming strategies and approaches to complement capabilities.

USAID

3 months

Export Promotion Consultant

March 2017 - April 2017 (2 months)

Dili, Timor-Leste

- Designed Market Development Plan for four value-chains selected by USAID's \$19.5M Avansa Agrikultura project, which addresses rural poverty, food insecurity, undernutrition, and natural resource degradation.
- Identified strategic partnerships, producer-sellers, buyer-exporters, and international buyers to position and brand commodities as wild-harvested and organic. Developed multi-year Market Development Plan (13 Activities; 144 Tasks) that introduced new technologies and practices and covered investment analysis, improving farm production and quality, improving agro-processing, development of agricultural marketing capacity, and strengthening strategic partners for export facilitation.

Agricultural Economic Consultant

February 2017 - March 2017 (2 months)

Pristina, Kosovo

- Increased capacity of USAID AGRO-sponsored agro-processors for production decision-making and marketing strategies based on financial analysis. USAID's \$12M AGRO project supports economic growth by increasing agricultural productivity, marketability, and responsiveness to markets.
- Developed analytical tools for costs analysis including labor, materials, overhead, and profit, and for product profitability analysis including price, unit cost, unit sales, revenues, COGS, gross contribution, marketing costs, sales costs, profit/loss, and gross margin to position products for export, set pricing and promotional strategies, and conduct sales planning. Trained agro-processors on the use of developed financial instruments.

Center for Agribusiness and Rural Development (CARD)

Sustainable Development Strategist

July 2016 - August 2016 (2 months)

Yerevan, Armenia

- Performed organizational capacity assessment (OCA) of Armenia's leading agricultural development organization in regard to its structure, processes, and activities. Reviewed current Financial Statements, met with Senior Management and CARD Board members, and surveyed five operational departments—Food Safety, Agribusiness & Marketing, Rural Development, Finance, and Administrative Management—and their ongoing projects: M4M (SDC), AHM (ADA), EETT (USAID). Visited CARD Farm Service Centers and CARD's Green Day Organic Store.
- Advised on business strategies including the establishment of a New Business Development unit for market research/analysis, tracking upcoming solicitations, prioritizing strategies, and partnership development; website revision and social media for organizational branding and networking, and risk management tools to mitigate operational, reputational, legal, informational, and fiduciary risks.

Business for Millennium Development (B4MD)

Chief Operations Officer (COO)

July 2015 - October 2015 (4 months)

Melbourne, Australia

- Promoted B4MD's mission to reduce poverty by exploring, developing, and scaling up inclusive business solutions that integrate the poor in value chains for sustainable social impact. Represented B4MD with external groups within the private sector, donor, NGO, and academic community and served as liaison with core partners and key funders.
- Tracked donor policy initiatives and strategies, identified and prioritized opportunities, and captured new business. Led on forward planning, proposal development, program design, technical oversight, and drafting technically sound, compliant, and compelling proposals.
- Led and managed programs/services to support B4MD's portfolio, providing thought leadership on agricultural value chains, oversight of technical, operational, and financial issues, and risk analysis.

United States Agency for International Development (USAID)

Value Chain Specialist, Performance Evaluation-Integrating Nutrition in Value Chains

February 2015 - May 2015 (4 months)

Lilongwe, Malawi

- Evaluated performance of USAID's flagship Feed the Future Integrating Nutrition in Value Chains (INVC) USD26.5M nutrition-sensitive agriculture project. INVC seeks to sustainably reduce rural poverty, improve nutritional outcomes, and reach 275,000 rural households through agriculture-based and/or nutrition interventions and at least 150,000 children under five years of age through nutrition-specific interventions.
- Provided expertise in assessment of value-chain competitiveness (adoption of new agricultural technologies and practices), productivity, collective marketing, integration of agriculture and nutrition activities, and gender dynamics across five levels of stakeholders (n=526) operating in USAID's Zone of Influence (ZOI) in Central-Southern Malawi to glean lessons learned and inform future agriculture, nutrition, and local capacity development activity design. Developed materials for inception report, data collection tools, client briefings, stakeholder workshop, and final report.

**The University of Melbourne**  
**Business Development & Strategic Partnerships Consultant**  
**October 2013 - 2015 (2 years)**  
**Australia, Tanzania, and South Africa**

- Developed proposal for Australia's premiere research university, the University of Melbourne School of Land & Environment (MSLE), to establish an Australia-Africa Institute to engage with African universities and organizations for research, education, academic partnerships and exchanges, and technical assistance/consultancy for transformative development projects. Proposed institutional structure, partnerships, and sources of funding.
- Expanded on MSLE's Africa Engagement Plan by building partnerships with leading African organizations that perform innovative research, education, and policy formulation to develop strategic partnerships for academic, research, and development opportunities. Provided comprehensive partnership analysis and opportunities.

**United States Agency for International Development (USAID)**  
**Business Strategy Consultant**  
**August 2013 - September 2013 (2 months)**  
**Arusha, Tanzania**

- Managed USAID Horticulture Value-Chain Conference for Farmer-to-Farmer program stakeholders to discuss progress and future challenges and develop a strategy for sustainable growth of horticulture value-chains in Tanzania.
- Facilitated public and private sector presentations on business issues such as price fluctuations in export markets, limited working capital, procurement

of quality inputs, forward contracts, and climate change mitigation. Presented on the USAID Farmer-to-Farmer (FtF) Program in Africa and Developing Tanzania's Horticultural Value-Chain: Building resilience and responding to climate change through private sector investment.

Swiss Agency for Development and Cooperation (SDC)  
Mobile Agriculture Advisor  
April 2013 - June 2013 (3 months)

- Built relationships with government agencies, commercial banks, mobile network operators (MNOs), international NGOs, and agricultural research institutions to create a sustainable model for farm and crop management goods and financial services to be bundled into affordable unified mobile phone platforms reaching Bottom of the Pyramid (BoP) populations in remote rural areas.
- Conducted a comprehensive 'Indonesia Market Assessment for Agricultural Value-Chain Payments via Mobile Technology' for five key commodities: (1) potatoes; (2) chilies; (3) maize; (4) rice; and (5) palm oil to determine the attractiveness of the market for offering mobile value-chain payment services, examining the market size, growth rate, profitability, industry cost structure, distribution channels, market trends, and keys to success. This assessment is a foundational document for strategic positioning, planning, program development, and to share with prospective partners, investors, and industry stakeholders.

United States Agency for International Development (USAID)  
5 months

Food Security & Livelihoods Consultant  
December 2012 - February 2013 (3 months)  
Eldoret, Kenya

- Developed institutional capacity in food security and sustainable livelihoods at University of Eldoret to produce highly qualified food security professionals with scientific base to manage global food systems and meet the challenges posed by food insecurity and livelihoods sustainability.
- Designed comprehensive multidisciplinary curriculum for Bachelor of Science (BSc.) and Master of Science (MSc.) in Food Security and Livelihoods. Degree programs provided knowledge, skills, and competencies to address skills gaps at local, regional, and international level (using quantitative statistical and qualitative socioeconomic approaches) and tools to address food security, livelihoods, nutrition, and poverty reduction in line with the Millennium Development Goals (MDGs) and Kenya Vision 2030.

**Economic Growth Consultant**  
October 2012 - November 2012 (2 months)  
Busia, Uganda

- Boosted agricultural productivity and quality through capacity-building of regional cooperative members. Strengthened oilseed crop value chain by promoting good cultivation practices through post-harvest treatment to minimize raw material losses. Made technical recommendations for improved crop management with a special emphasis on aflatoxin reduction.
- Created training manual—"Edible Oilseed Crop Guidebook for Uganda"—used to educate farmer-entrepreneurs and enhance their knowledge of post-harvest physiology.

**United States Agency for International Development (USAID)**  
Private Enterprise Development Consultant  
June 2012 - July 2012 (2 months)  
Melbourne, Australia

- Facilitated development of agricultural value chain with innovative production and post-harvest techniques/technologies for food security and food safety through assistance to smallholder farmers in Uganda.
- Designed technical workshop/knowledge products to raise the capacity of growers to lift agricultural productivity for poverty reduction, enhance business competitiveness, and increase profitability in local and regional African markets.

**Australian Agency for International Development (AusAID)**  
Food Security Consultant  
February 2012 - March 2012 (2 months)  
Canberra, Australia

- Assessed the value of a strategic partnership between the Government of Australia and the United Nations Food & Agricultural Organization (FAO) to establish a USD\$7M Trust Fund to deliver multiple food security initiatives in Latin America. Evaluated organizational policy mandates and key objectives to alleviate poverty through sustainable economic development targeting the needs of the poorest and most vulnerable by investing in lifting agricultural productivity, improving rural livelihoods, and increasing social protection through building community resilience.
- Developed a Concept Note in collaboration with AusAID and FAO (Latin America Regional Office) for a funding agreement to assist populations suffering from extensive inequality, recurring natural disasters, and climate change that intensifies food security problems.

United States Agency for International Development (USAID)  
9 months

Rural Advisor & Senior Technical Specialist  
September 2011 - October 2011 (2 months)  
Nametil, Mozambique

- Built technical capacity of African and international NGOs and the Nampula District Economic Activity Services (aka Extension) in production, harvest, and post-harvest handling of legumes. Prepared a 'Groundnut Grower's Guide for Mozambique: production, harvest, and post-harvest handling', with emphasis on aflatoxin containment.

GlobalGAP Trainer  
July 2011 - August 2011 (2 months)  
Boma Ng'ombe (Kilimanjaro), Tanzania

- Provided technical assistance to all-women small-scale growers in horticultural production, harvest, and post-harvest handling through a comprehensive science-based training program specifically created for African vegetable-growing cooperatives that supply Tanzanian traders who export to the UK and Continental Europe.
- Delivered detailed training modules covering cultivation through post-harvest handling of two vegetable groups, trade compliance issues, and a complete GlobalGAP (Good Agricultural Practices) program for vegetable crops. PowerPoint presentations were complemented with specifically created training manuals--'Green Bean and Pea Harvest & Post-Harvest Handling Handbook' and' GlobalGAP Handbook for Small-Scale Growers in Tanzania'.

Competitiveness Consultant  
April 2011 - June 2011 (3 months)  
Bishkek, Kyrgyzstan

- Developed a national business development and marketing strategy for the horticultural sector of Kyrgyzstan. Conducted a comprehensive assessment of market needs—analyzed constraints, competition, distribution channels, pricing formation, and export potential to enhance competitiveness through opportunities to increase sales transactions, commercial contracts, and business investments. Designed interventions for the USAID Local Development Program (LDP) to address key problems throughout the agricultural production and processing value chain to increase the yield and improve the quality of raw materials for fresh and processed markets, and boost the volume of existing and create new products for the processed market. Created Action Plans with delivery schedules, costs, outcomes, outputs, impacts, and investment multipliers.

Rural Development Advisor  
February 2011 - March 2011 (2 months)  
Melbourne, Australia

- Assisted small scale grower groups in Arusha, Tanzania by designing a post-harvest handling handbook for various legumes to improve product quality and increase sales/incomes. Advised on best practices for horticultural production, harvesting, grading, packaging, and storage in preparation for export to EU markets.
- Created comprehensive food production/safety training modules for smallholder African farmers on GlobalGAP Control Points and Compliance Criteria. Modules covered GlobalGAP plant protection, soil & water, hygiene, and environmental and social issues.

Australian Agency for International Development (AusAID)  
Aid Programs Scale-Up Consultant  
April 2011 - April 2011 (1 month)  
Canberra, Australia

- Provided resource support for the AusAID 'Rural Development & Social Protection Scale-Up Workshop' for Canberra and overseas staff. As a member on the 'Lessons from Wider Experience' panel, introduced the role of aid exit strategies as a form of scaling up. Facilitated discussion of the role of institution- building to perpetuate development. Assisted with outlining the vision, dimensions, key drivers, and milestones for scaling up AusAID's Livelihoods & Food Security Trust Fund (LIFT) in Burma.

Chemonics  
Public-Private Partnerships Consultant  
November 2010 - December 2010 (2 months)  
Washington, D.C., New York, California

- Identified key Armenian Diaspora organizations in the United States (Washington, D.C., New York, and California) that could play pivotal roles as investors in Armenian businesses, buyers of products, and business mentors. Developed strategic relationships to leverage Diaspora resources—be that private capital, established business networks, new ideas and expertise, or innovative technologies.
- Built networks for public-private partnerships, proposed opportunities for collaboration/development initiatives to expand pre-existing program(s) in operation or create new, co-designed programs that leverage resources to boost economic competitiveness in Armenia's agriculture, tourism, IT, financial, and commercial sectors.

United States Agency for International Development (USAID)

Horticulture Value Chain Consultant

September 2010 - September 2010 (1 month)

Huambo, Angola

- Synthesized existing knowledge of Angola's horticulture value chain from academic research, farm-site visits, and stakeholder interviews. Conducted stakeholder analysis with smallholder farmers and agricultural cooperative members to propose competitive strategies to improve value chain capacity, accelerate growth, and introduce innovative processing techniques for value-added marketing.

- Designed a comprehensive horticultural marketing plan and marketing manual to increase the quality and quantity of fresh vegetable production through improved agronomic practices, post-harvest handling, and to launch new products through vegetable processing. Recommendations made for enterprise branding and products promotion. Created a training program for value chain strengthening to increase farmers' knowledge of marketing management and processing technology.

United States Agency for International Development (USAID)

Enterprise Development Senior Advisor

July 2008 - July 2008 (1 month)

Yerevan, Armenia

- Assessed current operations of boutique winery in Ararat Valley and the tourism market in Armenia.

- Developed an agro-tourism development plan for an Armenian winery to capitalize on opportunities for greater financial security and growth by delivery of higher returns through improved products and services and heightened awareness: provided strategies to develop on-site facility, created linkages with tourist agencies, operators, and guides, and produced high quality promotional materials to position the winery to be a leader in agro-tourism for local visitors and international tourists.

Center for Agribusiness and Rural Development (CARD)

Director

April 2005 - December 2006 (1 year 9 months)

Yerevan, Armenia

- Directed USD\$10.7 million local Armenian NGO dedicated to reducing rural poverty and increasing the standard of living of its clients by offering a comprehensive, integrated package of market- and farmer-driven services.

- Responsible for fulfilling CARD's Mission (to assist farmers and agribusinesses in the production and marketing of food and related products to increase incomes and create jobs) as well as all administrative and financial functions of the organization.
- Provided day-to-day leadership and guidance to CARD's Management Team—comprised of Armenian and international experts—to ensure proper strategies, financial resource planning, and internal controls in compliance with Armenian law.
- Organized, planned, established, and implemented new and innovative development projects, including procedures, regulations, policies and program operations. Managed and adjusted project budgets as required to accomplish overall goals within established timeframes.
- Prime liaison with primary funder (the USDA Foreign Agriculture Service), pertinent US and local government agencies, and Armenian and international development organizations in order to develop and strengthen collaborative arrangements for innovative development programs.
- Ensured comprehensive monitoring and evaluation for timely reporting to the CARD Board of Trustees, donors, partners, and collaborators on changing political, budgetary, programmatic, and administrative circumstances influencing implemented projects. Presented new funding and project proposals to donors and negotiated new partnership agreements.

United States Department of Agriculture Marketing Assistance Project (USDA-MAP)  
 3 years 2 months

Director

October 2003 - March 2005 (1 year 6 months)

Yerevan, Armenia

- Managed/coordinated 10 year USD\$62.5M Freedom Support Act (FSA)-funded international agribusiness development project, providing project leadership, administrative oversight, and program guidance.
- Coordinated staff of 100 personnel, including U.S. consultants from land grant universities and local Armenian staff. Supervised USDA/International Programs' American technical advisors.
- Represented USDA Cooperative State Research, Education, and Extension Service (CSREES) in-country to both senior-level U.S. and Armenian agricultural, diplomatic, and political entities.
- Served as US Mission expert on agriculture in Armenia, collaborating projects with EU, UNDP, UMCOR, ACDI/VOCA, DAI, etc. Provided on-time and on-budget project deliverables.

- Led program initiative to transition USDA-funded project to a private sector, locally owned/managed legacy NGO.

#### Marketing Manager

February 2002 - September 2003 (1 year 8 months)

Yerevan, Armenia

- Managed and mentored local marketing team, the core component of MAP; strategically coordinated the work of U.S. consultants, worked closely with NGOs and international organizations to effectively implement marketing assistance to farmers and SMEs/agribusinesses. Focused on high value horticultural products and value-added processing.
- Implemented marketing strategies for Armenian agribusinesses to assist them to compete in/penetrate regional and international markets such as Russia, Ukraine, Belarus, the Baltics, the European Union, and the United States. Conducted R&D on products and quality improvement, provided market intelligence, developed domestic and export promotion programs, and overcame transportation/logistics obstacles.
- Responsible for all reporting to donor (USDA) and U.S. Ambassador to Armenia.
- Developed marketing materials for the project and its clients, as well as an 'Economics Primer' for Quality Schools International (QSI) high school economics curriculum.

#### Independent Consultant

International Trade & Marketing Consultant

2001 - 2002 (1 year)

Various Countries

- Completed assignments in Armenia, Chile, Russia, and Ukraine on international trade, business development, and marketing for small and medium sized enterprises (SMEs) to enhance competitiveness.
- Developed global marketing/business plans for agro-processors and an Agricultural Marketing Center.
- Provided in-depth country and market research, analyzed existing business operations (marketing, sales, logistics, and distribution) and developed value-added programs for maximum operational efficiency and increased revenue.
- Consulting services extended to export strategies, improvement of supply chain management, and a range of global trade issues.

#### Lockwood International

President

1994 - 2000 (6 years)

## San Francisco Bay Area, California

- Managed fast-paced USD\$91 million trading company specializing in the procurement and supply of infrastructure products for large scale projects in emerging markets. Offices in Denver, Colorado/Dayton, Ohio and overseas offices in Hong Kong and Mexico.
- Developed long and short-term trade plans to tactically respond to procurement demands for hospitals, schools, banks, low-cost housing, government buildings, and rail systems.
- Drove trade team planning and market analysis, including research and competitive product evaluation for a variety of levels of distribution/channel sales.
- Analyzed and provided solutions for complex trade finance and operation issues.
- Led business development to build brand awareness and create product competitive images abroad.
- Expanded product lines by broadening partners and customer portfolio, and geographic sales regions with extensive travel throughout Asia, Latin America, the Middle East, and Europe.

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## Education

University of Melbourne

Ph.D., Development Studies · (2007 - 2010)

University of Sussex

Diploma, Development Planning & Management

Moscow State Law University

Diploma, East-West Trade Law

University of San Francisco School of Law

Law

Dominican University of California

B.A., International Studies, cum laude