

Curriculum vitae

Phone: (+254) 705655128, E-mail: nereamusita@gmail.com

TYPE OF EXPERTISE: Business Development and Marketing Expert



- (1) **Family name:** Musita
- (2) **First names:** Nerea
- (3) **Date of birth:** 6/September/1980
- (4) **Passport holder of:** Kenya
- (5) **Education:** BBA International Business Management

Institution	Degree(s) or Diploma(s) obtained:
Hogeschool van Amsterdam, NL (Aug 2009 – Dec 2011)	BBA International Business Management

(6) **Language skills:** Indicate competence on a scale of 1 to 5 (1 - excellent; 5 - basic)

Language	Reading	Speaking	Writing
(name of language)	Mother tongue	Mother tongue	Mother tongue
English	Mother Tongue	Mother Tongue	Mother Tongue
Spanish/French, etc	Basic	Basic	Basic
Swahili	Mother Tongue	Mother Tongue	Mother Tongue

(7) **Key qualifications**

BA in International Business Management. More than 10 years of experience from program and project planning and management, policy formation within corporate, civic and public organizations, she has significant knowledge on security, economic, agricultural, political and development issues.

Team leader for various projects and program preparation, appraisal and review missions, conducted sector and business strategy including due diligence assessment of companies and public institutions.

Other recent experience includes consulting in Security Advisory (both in Kenya and South Sudan) and Trade & Investment. Preparation and monitoring of joint venture projects in Trade & Investment in Kenya, Tanzania and Ethiopia.

(8) **Positions:**

2012 – To date - Consultant, Ronami International, Kenya

Providing focus on new business development to build client relationships-offering value-added, insightful and strategic input to the business and investment facilitation for numerous companies and existing clients.

2010-2012 Marketing & Events Coordinator, Netherlands African Business Council, Netherlands

Provided business and political analysis of Africa and its effect on Dutch investments, handled budget planning and coordinated annual events.

2005 - 2007 Director of Logistics, Orange Democratic Movement, Kenya

Developed logistics strategy, handled negotiations, resolution, and data analysis adhering to the party regulations.

2004 - 2004 Assistant Market Researcher, New Partnership for African Development, Kenya

Performed primary qualitative and quantitative demand analysis of local markets' potential and consolidated data and presented to management.

(11) **Country working experience:**

Kenya; Tanzania, Uganda, Sudan, Netherlands, Norway.

CV of Ms. Nerea Musita

(11) Professional experience (selected):

Date from - to	Location	Company & reference person	Position	Description
Month/year-month/year	Country	Client/company name Name and email of reference/client representative	(Team leader/economist, etc)	Short description – max 4 lines
Dec 2016 – January 2019	Kenya	Tomae Jamaica Ltd – Mr. Delroy Howell – rothgroup@ymail.com	Project Manager	Spearheaded initiative to partner with the government on Public Private Partnership (PPP) in regard to Motor Vehicle Testing and Emissions, with Ministries of Finance and Transport.
Sept 2015 – November 2016	Kenya	LMI (Logistics Management Institute) – Mr. Colin Waitt – cwaitt@lmi.org	Team Leader	Contracted as Project Leader for the Sustainability Management Training and Logistics Program for Kenya Defense Forces.
May 2016 – December 2016	Kenya	Ronami International – Mr. Andrew Rogers – moanwi@yahoo.co.uk	Project Manager	Founded and Organized the first Latin America Caribbean and African (LAC Africa) business summit in Kenya.
Jan 2014 – May 2016	Kenya	Innovation Norway - Mr. Jens Claussen – jclaussen@online.no	Head Consultant	Improved business relationship between Norwegian companies and East African companies by spearheading business development, market research, trade promotions, and providing guidance on International Trade & Investment focus was on the Oil, Gas & Energy sector.
Jan 2012 – May 2013	Kenya	East Africa Centre for Leadership Development – Mr. Pete Ondeng - pete.ondeng@gmail.com	Project Manager	Crafted and advanced training sessions, conducted seminars and workshops for corporates and handled supervision, monitoring, and evaluation of staff and trainees.
Jan 2011 – January 2013	Kenya	(Koneksie) Kibo Africa – Mr. Huib van de Grijspaarde – huib@koneksie.com	Head Consultant	Developed and implemented new procedures which led to the opening of the first Dutch motorcycle production factory in Kenya.