

## **BIOGRAPHY OF WILLIAM AGYEI-MANU**

**WILLIAM AGYEI-MANU** is an Entrepreneurship and Youth Empowerment Coach.

He has over 20 years of collective experience, exposure and expertise working in the agribusiness and SME Ecosystems across Ghana and Africa in several capacities. He has been a champion of youth-empowered SME Startups. He has great passion for inclusive business models that would establish market linkages to enhance the livelihoods of the small-holder farmers in the rural economy.

Mr. Agyei-Manu is The Vice President of All Africa Association of Small and Medium Scale Enterprises (AAASME) responsible for West African Region. He is also the Chairman of the Agribusiness Sector at the Association of Ghana Industries-AGI and a Founding Member of the Ghana Cassava Business Network. William is the Founder and Executive Chairman of the Ghana Zambia Chamber of Commerce. He is currently the General Secretary of the Agricultural Sector Skills Council.

In August 2013, Mr. William Agyei-Manu Founded the Ghana Cassava Centre of Excellence, GCCE which focus is to deepen and strengthen advocacy for enabling environment that supports cassava enterprises development in Ghana and beyond. The Centre has become a leading private sector voice championing cassava enterprises development in Ghana and Africa. This crusade has been endorsed by the African Union Department of Trade and Industry. The Centre is currently implementing key projects: the Cassava Productivity Project; Cassava Amplified Seed Entrepreneurship Project, Cassava Green Skills and Innovation Project which objective is to increase productivity and enhance the incomes of small-holder farmers.

William is a consummate entrepreneur with businesses spanning across agribusiness, renewable energy, Export of Shea butter etc. He Founded the Youth In Modern Agribusiness Programme (YIMA). The programme has chalked an initial success of creating employment for young graduates.

Agyei-Manu has previously worked in the Ministry of Food and Agriculture in Ghana in various capacities including Budget officer, M&E officer, Project Manager of Human Resource Management Information Systems Project (HRMIS) sponsored by CIDA. William was appointed National Farmers' Day Coordinatorship by dint of hardwork, to oversee the welfare of Farmers in Ghana.

Prior to joining the Ministry of Food Agriculture, he worked in his private company as an agro-input dealer and later joined Barclays Bank of Ghana as a Retail Support Staff.

William has also consulted for a number of organizations and companies including Ghana's biggest indigenous Beverage Company, known as Kasapreko Company limited as a Brand and Product Promotion Expert which led to successful introduction of Awake Purified Drinking to the Ghanaian market. Awake Purified Drinking water has won the Chartered Institute of Marketing, Ghana Product of the Year Award as well as the Ghana Manufacturing Awards (Beverages category).

Agyei-Manu has consulted for the United Nations Industrial Development Organization (UNIDO) as a Lead Expert (consultant) on Cassava Value Chain Analysis in Ghana for the West Africa Competitiveness Programme (WACOMP). William previously worked for Food and Agricultural Organization (FAO) of the United Nations as a National Value Chain Expert. He has consulted for The Louis Bolk Ghana (A Dutch Development Organization) Obuoba Energy, Ampomah Farms and Industry Limited; to conduct a feasibility studies on implementation of Organic Cassava Project in Ghana as well as establishment of Cassava Enterprises Development projects in Ghana. He previously consulted for a Bill Clinton Foundation Sponsored Project 'Aspire Foods Group' as a Supply Chain Expert.

William Agyei-Manu also served as an External Consultant to the WORLDBANK funded Facility for SMEs called the Skills Development Fund (SDF). He is an External Consultant to the National Entrepreneurship and Innovation Programme (NEIP) of the Ministry of Business Development, where he is involved in Training, Mentorship and Coaching of Business Start-ups for the youth. William has been appointed Facilitator/ Consultant at the Ghana Export School.

Currently, William is consulting for Ghana Enterprises Agency (GEA) on selected projects and programmes including the Mastercard Foundation Young Africa Works Project to train the youth (males and female) in Entrepreneurship and Financial Literacy. He has so far trained more than 800 start-ups on this project and still counting.

William has special expertise in Agribusiness Project Management and SME Financing with a proven track record in Business Support and Entrepreneurship, Digitalization, Branding and SME Marketing. He is a Team Player and has solid organizational expertise with strong interpersonal skills.

Agyei-Manu holds an MBA in Finance from Coventry University, UK and a BSc in Agribusiness. William is a Certified Database administrator and holds a host of professional certificates ranging from HR, Project Management and Finance. His hobbies include travelling and safari watching.