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PROFILE

Senior Economist / Agribusiness Value Chain & Marketing professional with extensive know-how gained in food and agriculture value chains. Combining a private sector and development background. In-depth knowledge of marketing, youth employment, upgrading strategies in commercial and rural value chain development context. Experience in all stages of the project cycle, from design to implementation support. Field experience & professional network with multilateral development institutions like FAO, IFAD, IDB and private sector in over 16 countries in Asia and Sub Saharan Africa

EXPERIENCE & EXPERTISE

- Over 15 years business development, sales & marketing experience in various service and horticulture / agriculture orientated value chains
- 13 years field experience in Asia and East & Southern Africa, of which 2 and half years based in Nairobi, Kenya.
- Experience in implementation support of small and large development projects in various countries.
- Experience with project scoping, design, formulation incl. PPP, Theory of Change(ToC), with Logical Framework, M&E framework & reporting and project costing using WorldBank COSTAB software.
- Experience with the FAO Sustainable Food Value Chain development concept, in actual practice analysing commodity VCs and training participants in Georgia for the Apple VC.
- Experience with conducting a project Economic and Financial Analysis for Agriculture Investments.
- Experience in developing VC financial instruments with FI's, MFI's, including matching grant finance and operational guidance.
- Experience in commodity Value Chain Analysis, VCD capacity building and training.
- Extensive experience in business development in foreign and new markets.
- Successfully set-up and managed an out grower programme in Kenya with market linkages to the European market.
- Advisory expertise in value chain analysis, agriculture marketing and market access, strategic planning, post-harvest, quality standards, handling and logistic process improvement.
- Successfully set-up and managed a representation office in Nairobi.
- Proven ability to communicate and work effectively with people from different countries and cultures.

CAREER HISTORY

Economist / Agribusiness Value Chain & Marketing Consultant

Nov 09 – till date

Providing practical and pragmatic advisory services on Agriculture Investments, market access, value chain analysis and agriculture marketing effectiveness and efficiency improvements. Recently for the United Nations Food and Agriculture Organisation (FAO), Inter-American Development Bank(IDB) and United Nations International Fund for Agriculture Development(IFAD) and others assigned as:

- Economist for IFAD project design Market Access project, Cambodia, Nov-Dec '18- Feb. '19
- Value Chain Specialist for IFAD project design VC development & PPP project, Malawi, Sept.'18- June'19
- Economist for IFAD project design Financial Inclusion project, Swaziland, Jan. 2018
- Economist for IFAD project design Livestock, Georgia, Nov-Dec 2017
- Value Chain Specialist for FAO, designing a VC analysis tool for identification of youth employment opportunities in selected VCs, Sept-Dec 2017
- Economist for IFAD project design VC Finance and matching grant Iraq / Jordan, May-June 2017
- Value Chain Specialist for FAO/EU Project formulation in Suriname, including matching grant investments operational guidelines, Jan-April 2017.
- Value Chain specialist for FAO/EU Value Chain Development programme in Georgia, responsible for training the government staff in Sustainable Food Value Chain development. Oct '16 – Feb '17

- Agro-Economist for IFAD Competitive Local Innovations for Small-scale Agriculture Project in Seychelles, 10- 2016.
- Value Chain Specialist for IFAD, Rural Markets Promotion Programme, Mozambique, July '16
- Economist for IFAD, Inclusive market development project design, Cambodia. May '16
- Value Chain Specialist for IDB in Producer Support Estimate and Agriculture Policy Analysis assignment, Suriname & Guyana, November 2015- June 2016
- Value Chain Specialist in IFAD Public-Private-Producer-(PPP) partnership project, Mozambique, Sept '15.- March. 2016
- Economist, for IFAD Smallholder market-led project, Swaziland, June 2015
- Value Chain specialist, for IFAD Horticulture & Cassava Value Chain Development project, Mozambique, May 2015
- Economist, IFAD horticulture Irrigation project final design, Malawi, March – April and October 2015
- Economist, external reviewer for the Economic and Financial Analysis in new investment proposals IFAD. Dec 2014 - Jan 2015
- Value Chain Specialist, for IFAD Horticulture & Cassava Value Chain Development project, Mozambique, Nov 2014
- Economist for IFAD Artisanal Fishery Aquaculture Project Final design, Angola, Aug. & Oct. 2014
- External reviewer on Value Chain aspects in various IFAD development project proposals, May – Aug. 2014
- Agro-Economist for IFAD Competitive Local Innovations for Small-scale Agriculture Project in Seychelles, April 2014.
- Value Chain Development Expert for IFAD Prosul Horticulture & Cassava development project, Mozambique, April 2014
- Mobile Marketing Specialist, for developing a grant proposal for a Agriculture Mobile Game in the IFAD Youth Employment Project. Jan. 2014
- Value Chain Development Expert for IFAD Prosul Horticulture & Cassava development project, Mozambique, Dec. 2013
- Value Chain Expert for IFAD PROMER, Mozambique, Oct.- Nov. 2013
- Economist for IFAD Artisanal Fishery Aquaculture Project design, Angola, Jun-Jul 2013
- Market Assessment specialist for IFAD/EU funded fish markets in Mozambique, April 2013
- Cooperative and farmer association specialist in Rural Market development project of IFAD in, Mozambique, April 2013
- Marketing and Value Chain specialist in a project formulation assignment, with project fund raising secured from the Embassy of the Kingdom of the Netherlands Rwanda for SPARK NGO,2/ 2013
- Value Chain Specialist in a project implementation support mission in Mozambique, Okt 2012
- Value Chain Analysis and Marketing expert in detail project design missions in Rwanda, March & July 2012
- Value Chain specialist in project implementation support missions in Zambia, 2011 & 2012
- Marketing specialist in a Mid-term Review mission in Inner-Mongolia, China, Sept. 2011
- Value Chain specialist in a project implementation support mission in Mozambique, July 2010
- Market Access specialist in a supervision mission in Inner-Mongolia, China, June 2010
- Market Access specialist in a project implementation support mission in Xinjiang China, January 2010

Commercial Manager - FloraHolland Kenya, Nairobi Kenya

Jan 07 – July 09

In this commercial roll I was responsible for contracting horticultural producers in Kenya, Uganda and Tanzania. Furthermore, was I responsible for the logistic services in which FloraHolland shipped 200 ton fresh cargo per week. The position provided the means to utilise my industry and sales experience and thought me the daily challenges of managing an office in Kenya.

Main responsibilities included:

- Business development: Linking producers in Africa to the European export market through the Auction Marketplace ensuring growth targets being met.
- Initiating and managing new services to support the perishable horticulture value chain for the auction members, like cold chain management, post-harvest audits and Tracing & Tracking.
- Account management for the key producers and supervise the small holder grower program.
- Develop and manage logistic services for suppliers in the FloraHolland Freight Group.

Main tasks included:

- Strategize and plan & budget all commercial activities
- Advice growers on market requirements, dynamics and production scheduling vs. market demand.

- Develop new services for growers, like Cold Chain Management and Tracing & Tracking
- Operational management of the local staff(3),
- Supervise the daily logistic process from source to market.

International Account Manager – FloraHolland Aalsmeer**Jun 03 – Dec 06**

In this commercial position I was responsible for all import and sourcing activities in my designated countries. This position extended my knowledge of the floriculture value chain as well as the account management approach to our main suppliers.

Main responsibilities included:

- Sourcing for new products and suppliers in: South-Africa, Zimbabwe, Zambia, Uganda, Tanzania, India, China and France.
- Plan and ensure market share and market growth targets were being achieved.

Main tasks include:

- Building and maintaining relations with all parties in the value chain.
- Advisory on improving quality standards and meeting the market demands.
- Guide and coordinate growers produce to market

Marketing Manager - IBM Global Services, Amsterdam**Apr 01 - May 03**

This strategic position within IBM Global Services, reporting directly to the Country Marketing manager, provided the means to deepen my strategic marketing skills. Specific responsibilities included:

- Development of strategies and integrated business plans based on analytically-derived conclusions about the market, customers and competition.
- Functional management of a small team of Line of Business Marketers.
- Preparation of quarterly market planning to initiate and drive cross-IBM marketing initiatives.

CRM solutions sales specialist – IBM Software Group, Amsterdam**Feb 00 - Apr 01**

In this position I was responsible for pre-sales activity relating to all CRM opportunities

Sales - Marcus Evans Conferences, Amsterdam**Mar 99 - Dec 99**

Marcus Evans is a worldwide operating organiser of conferences and summits. This position involved the selling of executive events in the Telco Industry. The position enabled me to gain sales skills in a very target driven organisation.

Export Manager China - Cooperating Flower exporters Aalsmeer (CFA), Shanghai Nov 97- Dec 98

CFA was a cooperative between 9 flower export companies. My responsibility was to develop new business opportunities to export fresh cut-flowers to China.

Achievements:

- Set-up a “rep” office in the Shanghai flower market.
- Recruitment and training of staff.
- Gained in-depth knowledge on the sales (im)possibilities in china and advised CFA how to pursue.

Junior IT consultant, ICT consulting company, Hoofddorp**Sept 96 – Oct 97****EDUCATION & QUALIFICATIONS****University of Applied Sciences, Amsterdam****1991 - 96**

Bachelor Degree in Business Economics and in Logistic Management

Main subjects: Business Economics, Logistic Management & Methods, Finance, Process Management, Logistic Planning, Business Law, Accounting, Economics and Marketing.

2 internships in Logistics: Sara Lee Douwe Egberts, Budapest, Hungary
Canal+ Decoders, Hoofddorp, Netherlands

Europa College, Amsterdam, HAVO/mbo Business Economics

1990 - 91

Aalsmeer College, Aalsmeer, MAVO

1986 - 90**PUBLICATIONS**

IDB, 2017, [Analysis of Agricultural Policies in Guyana](#)

IDB, 2017, [Analysis of Agricultural Policies in Suriname](#)

OTHER QUALIFICATIONS

- **Chartered institute of Marketing (CIM), Berkshire, UK**
Advanced Certificate in Marketing Management

2001

SKILLS

Language: native in **Dutch**, fluent in **English**, proficient in **Italian**, I understand Portuguese well, but speaking is basic.

Excellent in Microsoft Office applications, MS project planning, Worldbank COSTAB.