

Chris Statham

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Education: 1997 - 2001 Lancaster University
1991 - 1996 Tonbridge School.

Qualifications: **BSc (Hons) Marketing Management (2.2)**
A four-year sandwich degree course, with one year working at Renault's after sales marketing dept.
A' Levels: Economics & Politics B
Business Studies C
Classical Civilisation C
9 GCSEs Grade C and above, including: English, Maths and French

Employment:

Aug 07 – Nov 07 & March 08 – present **Independent Business Consultant and Trainer of Trainers (Malawi)**

From analysing the market in Malawi, I saw there was need for business specific training and consultancy. I targeted Micro Finance Institutions, NGOs, government ministries and the private sector. (All references are available if needed).

Comitato Internazionale per lo Sviluppo dei Popoli (CISP) - working as the economic partner in Project Malawi.

- Design and write staff manual, covering three areas of economic intervention: Business Information Services Centre (BISC) aimed at SMEs, Income Generating Activities (IGA's) for co-operatives, and Village Savings and Loans (VS&L).
- Develop operational and marketing strategy for CISP and specifically the BISC, with the aim of opening new customer markets and achieving operational sustainability.
- Design and write an integrated 3 level business management training manual, to be used in the training of beneficiaries at VS&L, IGA and BSIC.
- Sold, Business For All training manuals.

Concern Universal Microfinance Operations (CUMO)

- Design of credit officer's policies and procedures manual.
- Formulated marketing strategy 2008 – 2012.
- Prepared institutional case study and annual report.
- Mobile Business Training Unit concept note and project proposal for USAID donor funding.
- Information Communication Technology (ICT) concept note, and potential supplier analysis.
- Social Performance Analysis co-ordinator.
- Sold Business For All training manuals.

Neno Smallholder Farmers Macadamia Association (NESMAC)

- Financial modelling and business planning for Carbon Offsetting program.
- General business consultancy and training.

Malawi Air Rescue Services (MARS)

- Developed business and marketing strategy.
- Advise and set up financial management systems.
- Advise and conduct interviews for the recruitment of a Business Development Manager.

Tithandizane Smallholders Farmers Association (TISFA)

- Developed (through training) a constitution incorporating VSL&A.
- Business training – including design of business plans.
- Developed simplified accounting system.
- Advice on writing project proposals.

Women Entrepreneurs Malawi (WEMalawi)

- Train beneficiaries in business management and writing a business plan.
- Developed a project proposal.
- Advice on organisational strategy.
- Sold Business For All training manuals.

Chris Statham – business consultant and trainer – cstatham77@gmail.com

National Smallholders Farming Association Malawi (NASFAM) edited and made recommendations on content and structure of "Farming as a Business" training manual.

Total Land Care (TLC) advanced business management and business plan training for cassava agro-processors.

Hope Missions Missionaries (HMM) introductory business training for income generating sewing co-operative.

Community Savings and Investment Promotion (COMSIP) Co-operative Union, part of Malawi Social Action Fund (MASAF) – Facilitated business management manual writing workshop.

Micro Loan Foundation (MLF) Trainer of Trainers, refresher business training and business plan development.

Hike Mulanji – Writing of comprehensive business plan, for grant funding.

- Further development of Business For All (BFA) training materials – design and launch of www.businessforall.org
- **February 08 (Malawi) Web publish**
<http://gender.developmentgateway.org/uploads/media/gender/Development%20in%20Malawi%20a%20personal%20perspective%20-%20C%20Statham.pdf>

January 08 – February 08

Consultant on Project Evaluation (Tunisia, Russia, Bulgaria) UNFPA Peer Education in Youth Sexual Reproductive Health

The United Nations Population Fund has initiated country networks of NGO's that specialise in joint youth sexual reproductive health and peer education programmes. Research indicates that youth peer education, is the best methodology for reducing the prevalence and incidence of STIs and HIV/AIDS infections, especially for "at risk" groups. As an evaluator (and country co-ordinator in Tunisia and Bulgaria) I conducted a number of activities, to evaluate the program and compare that to expected outputs and indicators, before delivering a report with conclusions and recommendations.

- Document review – both country specific documents (in country) and regional program (from HQ in New York)
- Conduct interviews and focus groups with: UNFPA representative and assistant representative, specialist consultants, government officials, NGO senior management, peer educators and beneficiaries
- Analysis current organisational structure and role of all stakeholders
- Write a report including: history of program, country context, expected outputs and indicators, list activities, analyze findings (from document review, interviews and field visits), make conclusions recommendations.

March 07 – July 07

Micro Loan Foundation (Malawi) Business Consultant and Trainer of Trainers

MLF is a Non Governmental Organisation (NGO) micro finance institution (MFI) based in Malawi and funded from the UK. They disburse loans to the rural poor and are in the process to becoming self sustaining so that they can open branches in Zambia. As a consultant, I was involved in a number of projects to build capacity and operational performance and worked closely and influenced staff at all levels, from CEO and senior management to field officers.

- Report writing on analysis and recommendations of MLF current operational performance.
- Develop an Impact Analysis - studying the impact MLF is having on the beneficiaries' lives, with the aim to assess operational efficiency, future strategy and produce a donor report.
- Develop and design Business Development Training manual, which will be used to train field staff and then for field staff to train the beneficiaries in business best practice.
- Research and write case studies on the individual impact MLF has had on beneficiaries' lives.
- Assist in accounts department reconciliation process.
- Review and update internal processes and procedures manual - including group formation and training manual.
- Develop IT training course on MS Windows and MS Office for staff.
- Procurement and budgeting for: Impact Analysis, Business Training manual and IT training
- Interview panel for senior management.
- Advocacy of MLF and Micro Finance with other NGOs.

September 2006 – February 07

Business Consultant – (Ireland) Consultant for start up and SME businesses

When first meeting a client, I initially assess the nature of the business, what their objectives are, and what role they want me to perform. Working closely with the client and outside contacts, I make sure the objectives of the project are met.

- Analyse current operational performance and recommend future strategies.
- Build IT capacity.
- Develop a business plan.
- Decide on marketing strategy.
- Conduct market research.

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August 2003 – September 2006

Paramount Hyclene – SME business (Ireland) Marketing Manager and Sales Exec

Paramount sells cleaning products to niche markets. Their success is built on good service, accountability, dependability, reliability and personal organisation. Working proactively, I was responsible for marketing and building the brand.

- Conduct market research and then introduce new suppliers and product ranges.
- Budget, develop and design an information based website for customer use.
- Organise participation in trade shows and partnering with business associations.
- Budget, develop and design an Access database incorporating: invoice, customer and sales details.

I was the sole contact “my” customers had with Paramount, so acted in many different roles to build long term relationships mainly with either business owners or senior managers.

- Account manage and gain new customers – pro-actively expand into new markets.
- Supply chain management – order, organise, collect and deliver stock.
- Service customer’s needs - deliveries and training.
- Accounting – invoicing and collecting the money.

March 2002 – July 2003

Continental Tyre Group (United Kingdom) Pricing Co-ordinator

The role ensured that pricing strategy for the three major brands: Continental, Uniroyal and Semperit (and some minor brands) was communicated to all departments: sales, logistics, marketing, accounts, customer call centre and IT –at all levels.

- Forecast and analyse changes in national / corporate strategy.
- Communicate closely with logistics department concerning product availability and obsolete stock.
- Work in contact with National and Key Account Managers and act as Head Office contact for strategic customers.
- Develop Access pricing database and train key stakeholders on best practice and new procedures and processes.
- Reconciled any accounting issues, strategic customers had with the company.

July 2001 – March 2002

GlaxoSmithKline (United Kingdom) Hospital Pricing Executive

I was a member of the Hospital Sector Commercial Team, which implemented and analysed future strategies, systems, procedures, contracts and training, whilst supporting the sales team on a daily basis.

- Sales/ Turnover forecasting by brand and product pack for the Hospital channel.
- Monitoring Account Managers and executives compliance with new strategies.
- Ad hoc sales analysis, reports, forecasting, presentations and market research.

August 1999 – August 2000

Renault UK (United Kingdom) After Sales Marketing Brand Assistant

Assisting the Motrio brand manager and work with other brand and product managers in the After Sales Marketing dept.

- Assisting in the launch of the "Othermakes" brand, Motrio.
- Liaising and supporting the field force.
- Market research projects, using both qualitative and quantitative methods and analysing competitor prices.

Other Experiences:

- **June 05 – Feb 07** (Ireland) - Form own business www.oilneedsroil.com (using a range of Neways' products).
- **Oct 04 – Feb 07** (Ireland) - Independent Distributor for Neways International, a network marketing company.
- **Apr 02 – July 03** (United Kingdom) - Signaller in Territorial Army - Royal Signals Regiment.
- **Dec 96 – Aug 97** (Tanzania) - Volunteer TEFL Teacher.
 - Teach English and Geography to Secondary School forms 1&2. Advise on exam technique and social issues.
 - Introduce, manage, budget and provide funding for income generating school shop.
 - Develop budgets and use procurement best practice, using local resources on number of school projects.

References:

Comitato Internazionale per lo Sviluppo dei Popoli (CISP)
Federica Servili – Project Manager – 00265(0)5297522
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Concern Universal Microfinance Operations
Bola Garbadeen – Director– 00265(0)1223604
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Neno Smallholder Farmers Macadamia Association (NESMAC)
Nick Evans – Malawi project and macadamia manager – 00265(0)8667959
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All additional references for consultancy work in Malawi are available

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