

# **Chris Statham**

**Date of Birth:** 24<sup>th</sup> October 1977  
**Age:** 31  
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**Website:** [www.businessforall.org](http://www.businessforall.org)

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

## **Qualifications: BSc (Hons) Marketing Management (2.2)**

4 year degree course, with one year working in Renault UK head office, after sales marketing department

A' Levels: Economics & Politics B  
Business Studies C  
Classical Civilization C

9 GCSEs Grade C and above, including: English, Maths and French

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## **Profile:**

With over 9 years of business development experience, firstly with 3 years of marketing in multi nationals in London, then 3.5 years of sales and building strategic partnerships for an SME in Ireland and currently 2.5 years on working as an independent business consultant in Malawi, I understand all the facets of business, from building good relationships with customers and strategic partners, to the necessity of good financial planning and management. My business acumen has lead me to being a successful business consultant, advising and training others in: writing business plans, conducting market research, designing marketing strategies, setting sales targets and organizing operations; leading to financial growth.

My experiences are complemented with being highly motivated, entrepreneurial and results orientated, having good ICT and project management skills, and being able to interact and build strong relationships with all levels of stakeholder.

## **Independent Consultant:**

**March 07 – Present**

[www.businessforall.org](http://www.businessforall.org) (Malawi)  
**Business Consultant and Trainer of Trainers**

Working as an independent business consultant has exposed me to a wide variety of organizations, from private sector businesses to NGOs, Micro Finance Institutions, donors and government. The work has been equally varied, and has included: a business plan for a sports complex, financial planning for carbon sequestration, marketing strategy for a MFI, business management training manual and organizational profile for a Business Development Services organization, business training for a farmer association and project evaluation for a agricultural commodity exchange, to name but a few. Some clients have been one off, though comprising many functions, others I have worked on over a number of years; the date indicates when the first contract started. For client profile (and additional contract information), please visit [www.businessforall.org/clients](http://www.businessforall.org/clients)

## **Private Sector**

### **Hestian Rural Innovation Design (HRID) – April 09**

- Facilitate workshop to change from a project to a business mindset
- Agree marketing strategy and yearly work plan.
- Give business management training.
- Design a comprehensive business plan for financial sustainability and growth.

### **Liwonde Market Resource Centre (LMRC) – April 09**

- Facilitate workshop to agree marketing strategy and yearly work plan.
- Give business management training.

### **Trash It Up – Mar 09**

- Advise on market research collection.
- Design a comprehensive business plan, for both grant support and bank loan.

### **SKILLS Sports Complex- Feb 09**

- Design a comprehensive business plan, for both grant support and bank loan.

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- Do full market research – competitor analysis, supplier analysis, customer demand
- Complete full financial planning

#### **Hike Mulanji - April 08**

- Advise on market research collection.
- Do full financial planning.
- Writing of comprehensive business plan, for grant funding.

#### **Malawi Air Rescue Services (MARS) – Oct 07**

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

### **Micro Finance Institutions**

#### **Finance Cooperative (FINCOOP) Limited Aug 09**

- Facilitate workshop on: Loan product development.
  - Loan operational methodology, policies and procedures
  - Design training schedule for new loans.
  - Design procedure for analyzing loan application - specifically business loans.
- Design of credit officer's policies and procedures manual for: business, personal and agricultural loans.
- Write concept note on ICT innovation to increase loan portfolio through mobile banking.
- Conduct ToT in business management.

#### **Comitato Internazionale per lo Sviluppo dei Popoli (CISP) Aug 08**

- 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.

#### **CUMO Microfinance Limited (Concern Universal Microfinance Operations) - Feb 08**

- Design of credit officer's policies and procedures manual for: business, personal and agricultural loans.
- 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 coordinator, between CUMO and MCril.
- Project evaluation of market linkage services – Malawi Agricultural Commodity Exchange (MACE).
- Sold Business For All training manuals.

#### **Women Entrepreneurs Malawi (WEMalawi) Feb 08**

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

#### **Micro Loan Foundation - Feb 07**

- 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.
- Trainer of Trainers, refresher business training and business plan development.

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## **Non Governmental Organizations (NGOs)**

### **Total Land Care (TLC) – June 08**

- Advanced business management and business plan training for cassava agro-processors.

### **Hope Missions Missionaries (HMM) – May 08**

- Introductory business training for income generating sewing co-operative.

### **Neno Smallholder Farmers Macadamia Association (NESMAC) March 08**

- Financial modeling and business planning for Carbon Offsetting program.
- User manual for financial model.
- Look at new market opportunities.
- General business consultancy and training.

### **Tithandizane Smallholders Farmers Association (TISFA) - Sept 07**

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

### **National Smallholders Farming Association Malawi (NASFAM) – Oct 07**

- Edited and made recommendations on content and structure of “Farming as a Business” training manual.

## **Other**

### **Industry market research - Micro Finance Institutions - June 09**

To build awareness of the services that I offer, and build new relationships with potential clients (who not previously worked with), I independently research and reported valuable and sensitive industry information.

- Conducted independent salary survey of 7 MFIs in Malawi

### **Carbon Sequestration Financial Planning – Oct 08**

Working with specialist consultants in carbon sequestration markets and farmer associations, I developed a financial tool which farmer organizations can use to financially plan the impact carbon sequestration can have on their organizations finances i.e. value of carbon sequestered, operational costs, payments to farmers etc.

- Design full integrated Carbon Sequestration Financial Tool (profit & loss, cash flow, balance sheet) for 30 year project on MS Excel.
- Write technical appendix manual (explaining the CSFT).
- Write user manual (for implementing farmer organization).
- Present the CSFT to donors and implementing organizations.
- All information is open source at: [www.businessforall.org/carbon-offsetting](http://www.businessforall.org/carbon-offsetting)

### **Local Government -Community Savings and Investment Promotion (COMSIP) Cooperative Union – June 08**

As part of Malawi Social Action Fund, COMSIP was implemented to help cooperatives become more financially robust.

- Facilitated business management manual writing workshop.
- Edited and made recommendations on first draft (of business management manual).

### **UNFPA Peer Education in Youth Sexual Reproductive Health - January 08**

Working as a consultant in Tunisia, Russia and Bulgaria, I worked as part of a two man team to project evaluate The United Nations Population Fund country networks of NGO's that specialize in joint youth sexual reproductive health and peer education programmes. As an evaluator (and country co-coordinator 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 organizational 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.

### **September 2006 – February 07**

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

Between leaving Paramount and starting in Malawi, I did some ad hoc work as a business consultant for some SMEs.

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

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- Conduct market research.

## **Employment:**

**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 organization. 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.
- Organize 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, organize, 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 Coordinator**

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 ICT.

- .Forecast and analyze changes in national / corporate strategy.
- Communicate closely with logistics department concerning product availability and obsolete stock.
- Work in contact with National and Key Account Mangers 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 analyzed 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 manger 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 analyzing competitor prices.

## **Other Experiences:**

- March 09 – ongoing (Malawi) – originator and editor of ***B&D*** (Business and Development) e-zine [www.businessforall.org/bd-ezine](http://www.businessforall.org/bd-ezine)
- Aug 08 – ongoing (Malawi) – Building Business For All consultancy and training services.
  - Development of Business For All (BFA) training materials
  - Design and launch of [www.businessforall.org](http://www.businessforall.org)
- June 05 – Feb 07 (Ireland) - Form own business [www.oilneedsroil.com](http://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.

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## **References:**

### **Consultancy References:**

CUMO Microfinance Limited  
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Neno Smallholder Farmers Macadamia Association (NESMAC)  
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All additional references for consultancy work are available

### **Employment References;**

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