



TAMRAT ADMASSU YENESEW

**Senior Executive | MICE Tourism Specialist | Business Development Specialist
Event, Exhibition & Convention Management Expert | Strategic Management
Consultant**

Founder & Executive Director, Value Consulting

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PROFESSIONAL PROFILE

Highly accomplished Senior Executive, MICE Tourism Specialist, Business Development Specialist and Strategic Management Consultant with more than 30 years of progressive, multidisciplinary experience across government institutions, private enterprises, business membership organizations, international NGOs and independent consultancy practice. Demonstrated ability to lead, develop and deliver strategic initiatives in complex organizational environments, with expertise spanning business development, MICE tourism, event, exhibition and convention management, strategic planning, project and programme management, tourism development, Public–Private Dialogue (PPD), Public–Private Partnerships (PPP), SME development, international trade promotion, corporate communication, business diplomacy and organizational leadership. Experienced in organizing international trade fairs, exhibitions, conferences and business missions; facilitating public-private collaboration; supporting institutional strengthening and SME competitiveness; and leading multidisciplinary teams. Combines strong academic qualifications with international exposure, research and publication experience, professional training, and hands-on consulting practice. As Founder & Executive Director of Value Consulting, provides independent advisory, training and capacity-development services aimed at creating, delivering and sustaining measurable value.

CORE COMPETENCIES

- Strategic Planning & Organizational Development
- Business Development & Market Development
- Public–Private Dialogue (PPD) & Partnerships
- International Trade Promotion & Export Marketing
- Tourism Development
- Business Diplomacy & International Relations
- Customer Service & Service Excellence
- Professional Ethics & Organizational Governance
- MICE Tourism & Business Events
- Event, Exhibition & Convention Management
- SME Development & Entrepreneurship
- Project & Programme Management
- Corporate Communication & Publications
- Leadership, Change & Performance Management
- Training, Facilitation & Capacity Building
- Monitoring & Evaluation

PROFESSIONAL EXPERIENCE

Founder & Executive Director

Value Consulting – Independent Consultancy Practice | 2021 – Present | Addis Ababa, Ethiopia

- Lead independent consulting, advisory, training and capacity-development assignments for public institutions, private enterprises, business membership organizations and development-oriented organizations.
- Provide services in strategic planning, business development, MICE tourism, event and exhibition management, customer service, organizational development, professional ethics, corporate communication and institutional capacity building.
- Develop practical strategies, training programmes and advisory interventions focused on organizational performance, market development and sustainable value creation.

General Manager

KER EZHI Ethiopia Businesses Group | 2021 – Present | Ethiopia

- Provide executive leadership and strategic direction for business operations and growth initiatives.

- Support business development, market expansion, partnerships and organizational improvement within the Group.
- Coordinate stakeholder engagement and project-related initiatives, including development-oriented assignments.

Executive Director

EventsNet | *Current* | Ethiopia

- Provide leadership and strategic direction for event-related business and professional activities.

Chief Executive Officer / General Manager

Exhibition Center and Market Development Enterprise (ECMDE) | *October 2005 – January 2020* | Addis Ababa, Ethiopia

- Led the enterprise through strategic, operational and business-development activities.
- Directed exhibition, trade-fair and market-development initiatives and stakeholder relations.
- Implemented business diversification and institutional development initiatives and managed multidisciplinary teams.

Deputy Secretary-General (Business Development)

Addis Ababa Chamber of Commerce and Sectoral Associations | *August 2007 – November 2008* | Addis Ababa, Ethiopia

- Led business development initiatives and supported private-sector engagement.
- Contributed to public-private dialogue, business advocacy and trade-promotion activities.

International Consultant

Fira Barcelona International, Spain | *2016 – 2019* | International Assignment

- Supported the feasibility and development work for the Addis Ababa Exhibition and Convention Centre project in collaboration with Spanish consultants.
- Facilitated technical and stakeholder coordination between Ethiopian institutions and international experts.

Project Manager – Addis Chamber International Trade Fair

Addis Ababa Chamber of Commerce and Sectoral Associations | *2003 – July 2007* | Addis Ababa, Ethiopia

- Planned and coordinated international trade-fair activities, exhibitors, stakeholders and business delegations.
- Supported trade promotion, business networking and international market-linkage initiatives.

Executive Assistant to Country HR Manager

East Africa Bottling Share Company (Coca-Cola) | *15 August 2003 – 24 November 2003* | Ethiopia

Project Manager – Business and HIV/AIDS Secretariat

Addis Ababa Chamber of Commerce and Sectoral Associations | *2001 – 2003* | Addis Ababa, Ethiopia

Editor-in-Chief – Addis Business

Addis Ababa Chamber of Commerce and Sectoral Associations | *January 2000 – 2003* | Addis Ababa, Ethiopia

Print Journalist

Ethiopian Privatization Agency | *February 1999 – December 1999* | Ethiopia

Editor-in-Chief – Publications in English

Disaster Prevention and Preparedness Commission (DPPC) | *September 1995 – January 1999* | Ethiopia

Head of Public Relations

Addis Ababa Transport Bureau | *June 1993 – August 1995* | Addis Ababa, Ethiopia

Managing Director & Owner

Focus Language School (FLS) and Translation & Editing Office (TEO) | *1993 – 1999* | Ethiopia

Editor-in-Chief – Publications in English

Road Transport Authority | *December 1992 – May 1993* | Ethiopia

Senior Instructor / Curriculum Developer – English

Modern Consultancy Service (MCS) and Linguaphone International School | *1991 – 1993* | Ethiopia

Desk Officer – WPC, Foreign Relations Department

Public Institution | *October 1988 – 1991* | Ethiopia

SELECTED CONSULTANCY ASSIGNMENTS

- Strategic Plan Development – Mekdem AIDS Orphans and Persons with HIV Association.
- Strategic Plan and Customer Service Training – Safety Drivers’ School.
- Project Proposal Development – Campaign Against Child Abuse and Neglect, Ethiopian Chapter of ANPPCAN.
- Project Proposal Development – Event Management, Kangaroo Child and Youth Development Society (KCYDS).
- Training on Exhibition/Trade Fair Organization and Participation – Initiative Africa programme in Harar.
- Organization and facilitation of more than ten high-level international trade/business missions.
- Public–Private Partnership (PPP) guidance for government and non-government stakeholders.
- Business diversification advisory services for Exhibition Center management.
- Corporate communication, leadership, management and organizational culture assignments for management teams.
- Monitoring and Evaluation capacity-building for management teams.
- SMART CITY EXPO and SME partnership initiatives for Addis Ababa City Administration.
- Sales Manual preparation for Exhibition Center.
- Consultancy services for Ethiopian Events and Exhibition Organizers’ Association (EEEOA).
- Road Safety Advocacy and Training consultancy for Safety Drivers’ School.
- Consultancy services for Blue Sky International Hotel, AVOCADO Luxury Spa and Bistro PLC, and a Tour and Travel Company.

RECENT PROFESSIONAL DEVELOPMENT

Digital Marketing & Social Media Management

Professional Training – Recently Completed | *Recent*

- Strengthened practical capability in digital marketing strategy, social media management, digital content, online brand positioning, audience engagement, digital communication and social-media-supported business development.

EDUCATION

Master of Arts (M.A.) – Tourism and Development

Addis Ababa University, College of Development Studies | *Completed*

- Graduated with Distinction; cumulative average reported as 3.97.

Bachelor of Arts (B.A.) – Foreign Languages and Literature (Major: English)

Addis Ababa University | *Completed*

Master of Business Administration (MBA) – Graduate Coursework

Indira Gandhi National Open University (IGNOU) & St. Mary’s University | *Graduate studies undertaken; degree not completed*

SELECTED PROFESSIONAL TRAINING

- Logical Framework Analysis (Project Document Preparation and Project Management) – SIPU International.
- Project Management – SIPU International; Industrial Projects Service.
- Export Marketing – Center for International Private Enterprise (CIPE), Netherlands.
- International Relations and Fund Raising – Disaster Prevention and Preparedness Commission.
- Communications and Networking – Center for African Family Studies (CAFS).
- Management and Leadership – Center for African Family Studies (CAFS).
- Behavior Change Communications – Johns Hopkins University Center for Communication Programs.
- Networking and Communications for Managers – Center for African Family Studies (CAFS).
- Quality Management System / Quality Assurance – ISO 9000.
- Procurement Management Cycle – Addis Ababa Chamber of Commerce.
- Transformational Leadership and Change Management – Jethro and Leadership Management Institute & AACCSA.
- Excellence through Service: Building a Service Culture – ERKATA I.B PLC & AACCSA.
- Building the Dream Team: Essential Skills that Enhance Team Performance – ERKATA I.B PLC & AACCSA.

- Human Resource Management – PRIN International Consultancy and Research Services & AACCSA.
- Advocacy and Lobbying – Pro-just Research and Training Center & AACCSA.
- Monitoring and Evaluation – Nuri Kedir & Associates Development Consultants & AACCSA.
- Business Communications – GOLDE Management Consultancy Service & AACCSA.
- Managing Change – ERKATA I.B PLC & AACCSA.

RESEARCH & KNOWLEDGE CONTRIBUTIONS

- Business Plan / feasibility-related work for a New Exhibition and Convention Center in Addis Ababa, with Fira Barcelona consultants.
- Public-Private Partnership (PPP) as a Business Model – Addis Ababa City Administration and Addis Ababa Chamber of Commerce.
- The Link between Entrepreneurship and SMEs – Ethiopia.
- The Impact of HIV/AIDS on Business in Ethiopia – Addis Ababa Chamber of Commerce.
- Business Diversification as a Key Strategy for Resilience and Growth – KER EZHI Ethiopia Businesses Group.
- Was King Tewodros's Committing Suicide a Manifestation of Success or Failure? – XIth International Conference of Ethiopian Studies, Addis Ababa, 1–7 April 1991.
- Professional Qualification Analysis of the Ethiopian Herald Journalists – First National Conference of Ethiopian Studies, 11–12 April 1990.
- Why Amharic Cannot Substitute English as a Medium of Instruction in Ethiopian Schools at Present? – Addis Ababa University seminar paper, 1987.

SELECTED PUBLICATIONS

- Business and HIV/AIDS – Volumes 1–3, Amharic and English.
- Road Transport Safety – Three bilingual magazines in Amharic and English.
- Trade Fair Catalogues – Six publications for Addis Chamber International Trade Fairs.
- Women: Forces for Change – Addis Ababa Women Affairs Office.
- KCYDS in Focus – Kangaroo Child and Youth Development Society.
- Privatization Agency bilingual newsletters.
- Fortnight Bulletin – Disaster Prevention and Preparedness Commission.
- Addis Business – Monthly business newspaper of Addis Ababa Chamber of Commerce.
- Professional Ethics – Book under preparation.

INTERNATIONAL EXPOSURE

Participated in international training programmes, conferences, business/trade missions and professional assignments in more than 25 international trips, including:

Europe: Netherlands, Sweden, Ireland, Germany, Italy, Spain, France and Türkiye.

Africa: Sudan, Egypt, South Africa, Uganda and Namibia.

Middle East & Asia: United Arab Emirates (Dubai, Sharjah, Abu Dhabi) and Singapore.

SOCIAL DEVELOPMENT & COMMUNITY ENGAGEMENT

Participates in social development, community engagement, volunteer and institutional support programmes, contributing professional experience in leadership, communication, organizational development, advocacy and capacity building.

- Makedonia Home for the Elderly and Persons with Disabilities.
- Mental Health Society – Ethiopia.
- Hana Orphans Home.
- Community-based socio-economic and traditional support initiatives.
- Other social development and volunteer programmes and committees.

AWARDS & RECOGNITION

- Four Special Awards from Addis Ababa Chamber of Commerce and Sectoral Associations.
- Special Award from Addis Ababa City Administration for participation as a committee member during the 125th Founding Anniversary of Addis Ababa.
- Gold Award from the Employees' Association of the Addis Ababa Exhibition Center and Market Development Enterprise, with recognition by the Confederation of Ethiopian Trade Unions.
- Letters of appreciation and recognition from professional, public, educational and social organizations, including Fira Barcelona, Spain.

PROFESSIONAL & COMMUNITY INTERESTS

Research, reading and writing; professional knowledge sharing; social development and community engagement.

REFERENCES

Professional references available upon request. Selected references include senior leaders from Addis Ababa Chamber of Commerce and Sectoral Associations, Safety Drivers' School, and Fira Barcelona, Spain.

TAILORED PROFESSIONAL COURSES

In addition to formal academic qualifications, completed a broad range of tailored professional courses at national and international levels, with particular emphasis on business management, event and exhibition management, project management, marketing, leadership, communication and organizational development.

Business Management & Leadership

- Management and Leadership
- Transformational Leadership and Change Management
- Human Resource Management
- Managing Change
- Building High-Performance Teams
- Excellence through Service / Building a Service Culture

Event, Exhibition & Trade Promotion Management

- Exhibition and Trade Fair Organization and Participation
- International Trade Fair and Business Mission Management
- Event Management and Business Events Development
- Trade Promotion and International Business Networking

Project & Organizational Management

- Project Management
- Logical Framework Analysis and Project Document Preparation
- Monitoring and Evaluation
- Procurement Management Cycle
- Organizational Development and Performance Improvement

Marketing, Communication & Business Development

- Export Marketing
- Business Communications
- Corporate Communication
- Advocacy and Lobbying
- Digital Marketing & Social Media Management – Recently Completed

Quality, Governance & Professional Practice

- ISO 9000 / Quality Management Systems
- Professional Ethics and Corporate Governance
- International Relations and Fundraising

- Public–Private Dialogue and Partnership Development

REFERENCES

Professional references available upon request from Government Institutions; Chambers of Commerce & Business Membership Organizations; Private Sector Organizations; International Partners; and NGOs & Development Organizations.