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Education and Qualifications Year	University /College	Degree and Subject
2018-2025	Open University of Tanzania	(PhD) Marketing
2010 to 2011	Birmingham City University	(MSc) Marketing Management
2007 to 2010	University of Birmingham	( BA) Enterprise (Hons)
2006 to 2009	South Birmingham College	(HND) Businesses & Management
2006 to 2009	Cambridge Internation College	(BMA) Baccalaureate in Marketing
2005 to 2006	Administration Cambridge College	Diploma in Business Management

#### Other Short Courses

Year	University	Course and Subject
2022	Open University of Tanzania	Qualitative and Quantitative research methodology
2016.	Africa Management Institute	Effective communication, Brand building,
2014	Root Capital Tanzania	Finance Training for Agribusiness for Managers
2009	Prince's Trust UK	Management in Business plan, Marketing, Sales
2007	ISS United Kingdom	Biohazard and Sewage Awareness
2007	Opportunity Day Care UK	Protection of Vulnerable Adults United Kingdom

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#### Personal Statement

Steven is a market system and value chain professional with knowledge in managing various agriculture value chains. With more than 15 years of professional experience working with private sectors, FMA, CBG, and NGOs. I am passionate about working with SMEs, communities, and enterprises in identifying better-functioning business strategies.

#### Area of proficiency.

Specialized in marketing, business planning, Agribusiness, Value Chain analysis, project and operation management, Market System approach, fast-moving product logistics, financial analysis, partnership engagement, and product development.

I am passionate about engaging market actors, communities, and enterprises in identifying better functioning markets through market assessment and value chain analysis leading to designing result oriented and business strategies. I have worked and acquired Tanzanian, Kenya, and Uganda experience in multiple value chains: Banana, sunflower, coffee, maize, vanilla, beans, Pigeon pea, and Avocado.

Over my career, I have worked with SMEs and growing businesses to penetrate local and international markets. Manage and promote the adoption of new products. Facilitate stakeholder dialogues through participatory.

**Specialties:** Marketing. Market System M4P, Entrepreneurship, Market research, MSMEs and business development strategic planning, value chain analyses, project design and monitoring; design project and review market system.

**Professional expertise;** Marketing and market systems, agribusiness, logistics, hospitality, banking, project management, promoting ICT and mechanization in, agribusiness sectors.

**Skills:** Market Research, Customer Relationship Management (CRM), Strategic Communications · Agriculture and Agribusiness and Marketing Strategy

### **Professional experience**

**July 2024-** Appointed manuscript review Journal of Advances in Biology & Biotechnology <https://journaljabb.com/index.php/JABB>

- Reviewer Manuscript Title: Tissue culture in banana cultivation: A review of its impact on disease management, yield improvement, and sustainable production **Manuscript Number: Ms\_JABB\_122505**
- Manuscript Title: Effect of bio inoculants on enhancement of growth in tissue culture raised banana cv. Nanjanagud Rasabale during hardening Manuscript Number: Ms\_JABB\_121102
- Market research consultant East African Food
- Market research consultant Africa Enterprise Challenge Fund

**Nov 2024** Appointed manuscript reviewer the European Scientific Journal, ESJ's <https://eujournal.org/index.php/esj>

- Reviewer Manuscript Titled: Encouraging rural engagement of young people: understanding career choices of students in the agribusiness sector

**May 2023 – to date: Market Access Coordinator USAID Project & Researcher**



Develop a deep and rigorous understanding of market access barriers affecting Tanzania farmers and traders by working with the regional (EAC, SADC and COMESA) and international (AGOA, Middle East, and Europe) Market opportunities. Conduct a Market intelligence Survey on available horticulture product opportunities and inform the sector. Ensures that indigenous land rights are secured, and community land use plans are implemented by establishing forest conservation activities. Reducing deforestation prevents greenhouse gases from being released into the atmosphere and secures habitat connectivity for endangered wildlife in the project area.

Work with the TAHA team and wider economic teams across Tanzania and internationally by drawing on qualitative and quantitative data to identify issues in priority/high-growth sectors.

Monitor those market access barriers and assess their functional impact in priority/high growth sectors. Develop and implement an action plan to tackle the identified market access barriers on horticulture sectors, through ongoing activities, lobbying and high-level interventions: coordinate key engagements with relevant stakeholders and establish commitments and actions, which result in long-term solutions, influencing internal market and foreign trade in terms of transparency and inclusivity.

Provide evidence-based policy recommendations to senior management in TAHA and the Agriculture sector in Tanzania.

Promote and conduct capacity building on the usage of a Marketing Intelligence System (MIS)

Promote quality and minimize post-harvest loss to horticulture produce by engaging different actors in the value chain to add value. Develop a deep and rigorous understanding of market access barriers affecting Tanzania farmers and traders by working with the regional (EAC, SADC, and COMESA) and international (AGOA, Middle East, and Europe) Market opportunities. Conduct a Market Intelligence Survey on available horticulture product opportunities and inform the sector. Work TAHA team and wider economic teams across Tanzania and internationally by drawing on qualitative and quantitative data to identify issues in priority high-growth sectors. Monitor those market access barriers and assess their functional impact in priority/high growth sectors. Develop and implement an action plan to tackle the identified market access barriers in horticulture sectors, through ongoing activities, lobbying and high-level interventions: coordinate key engagements with relevant stakeholders and establish commitments and actions, which result in long-term solutions, influencing the internal market and foreign trade in terms of transparency and inclusivity. Provide evidence-based policy recommendations to senior management in TAHA and the Agriculture sector in Tanzania. Promote and conduct capacity building on the usage of a Marketing Intelligence System (MIS) Promote quality and minimize postharvest loss to horticulture produce by engaging different processors in the value chain to add value.

#### **October 2021- May 2023: Market and Business Development Lead - (TAHA) Growth Project**

Provide Banana and Avocado technical training to aggregators; work closely with the production lead and agronomy teams to provide technical on good agriculture practices targeting all horticulture crops. Conduct research and develop market priorities in the target geographic areas for Banana and Avocado farmers. Coordinate availability of quality and marketable Avocado & and banana seedlings for SHFs. Identifying and setting up meetings with private sector firms, consultants' firms, government, local organizations, and other key stakeholders gathering information and realizing opportunities for collaboration. Work with program teams to contribute to the project design and provide inputs for value chain development and implementation processes. Identifying and recommending appropriate Banana and Avocado varieties to be introduced in specific areas based on the market need assessment. Conduct and design the establishment of horticulture clusters. Regularly provide a technical report on various horticulture crops and advice on market trends and the best technologies and practices in all horticulture crops.



#### **Jan 2020 - October 2021: Chief Marketing Officer (CMO) at Maua Mazuri Company LTD**

Responsible for the sales strategy, Avocado and Banana nursery management, training GAP, product logistics, and related processes in the management and marketing team. Responsible for the company is commercial and gross margin. Responsible for the management of the team consisting of staff specialized in Marketing & Sales and Training. The key activities & and responsibilities are to conduct market research and identify opportunities and threats. Develops and implements the company marketing, PR, budget and sales strategy, and related campaigns/plans. That builds the Maua Mazuri brand and leads to increased revenue, awareness, respect, and relevance among the target customers.



### **Sept 2018 to December 2019-Project Marketing Manager -Sunflower Market Development (Value Chain) at Aga Khan Foundation East Africa.**

Responsible for the promotion of value chain actors' collaboration and coordination initiatives with farmer organization, agro-dealers associations, and processor association formation, and strengthening to ensure a well-structured value chain and enhance collective actions and advocacy for the improved business environment. Leading in technical resources management regarding the pro-poor extension and advisory systems including identification of extension gaps, designing solutions, identification of service providers, and engagement in financial inclusion. Promotion of adoption of improved seeds through managing demand stimulation initiatives establishment of demo plots and strengthening the distribution system by linking seed suppliers with agro dealers. Management of project officer performance through guiding them at work planning, setting of targets, and performance evaluation. Capacity building of project officers through coaching on approaches to work with service providers, partners, and service providers in the communities and ensure a harmonious relationship between the project, the implementing partners, service providers, communities, the government extension officer, and the DAICO.

### **April 2015- To Sept 2018 - Section Manager Equity for Tanzania**

Responsible for branch investment planning and marketing EFTA products in Kagera, Mwanza, and Kigoma region. Attracting new customers, appraising applications for loans, and identifying potential customers. Carry out branch annual budget for marketing activities with sales and investment team. Support the chief operating officer to deliver pre-application seminars to potential applicants -Conduct full-loan appraisals of application including business, viability, site visit and applicant reliability -Take lead responsibility for a portfolio of monitoring this investment and update NAV. Supervising training all subordinates staff to ensure top productivity and excellent service.

Sample contribution. Increased branch portfolio from 3 customers to over 100 customers worth 4 billion in 36 months. Maintain health portfolio. Supported credit manager to market repossessed equipment, managed mentoring, and grew staff from sales to finance and from administration to monitoring officer's trainee.

### **September 2013 – March 2015- Regional Business Manager Kilimo Markets LTD**

Provided technical guidance and market system Implementation of Pigeon pea, maize, and beans for WFP and World Vision funded program to support SHFs in Karatu and Babati. Designing market intervention and capacity strengthening of partners. Such as government extension officers, rural development officers, and farmers associations. I oversee marketing training & and development, branding, customer research, management, and coordinating KM activities within the Farmer Marketing Association (FMAs), providing training and reporting KM activities to potential partners and donors.

Sample contribution

We launched a marketing campaign to combat competitive pressure, we generated income, and new market channels were obtained. Assist customers with inquiries, marketing plans, and product trends. In the same period, new sales strategies were introduced, and MALI 40 varieties were introduced increasing company sales and profit.

### Academic Paper Publication, Thesis and Dissertation

1. Tumaini, S., Ghahula, R., & Macha, S. (2024). The Influence of Observability On The Adoption of Tissue Culture Banana Seedlings in Tanzania. URL: <https://elpjournal.eu/wpcontent/uploads/2024/04/1-1.pdf>
2. Tumaini, S., Gwahula, R., & Macha, S. (2024). The Influence of Complexity on the Adoption of Tissue Culture Banana Seedlings in Tanzania. International Journal of Business, Law, and Education, 5(1), 148-157.
3. Tumaini, S., Raphael, G., & Salvio, M. (2024). The Impact of Transportation on the Avocado Market in Tanzania.
4. Tumaini, S., Raphael, G., & Salvio, M. (2024). Influence of Product, Price, Promotion and Place on Banana Market Trend in Kilimanjaro-Tanzania.
5. Tumaini, S., Raphael, G., & Salvio, M. (2024). The Influence of Entrepreneurial Activities on Adoption of Tissue Culture Banana Seedlings in Tanzania. International Journal of Business, Law, and Education, 5(2), 1506-1520.
6. PhD Thesis Factors Affecting Adoption of Tissue Culture Banana Seedlings Among Smallholder Farmers In Tanzania
7. Master Dissertation The Impact of Life Changes to Take Away Small and Medium Business in United Kind Dom
8. Bachelor Dissertation Factors affecting Employee Motivation in ASDA United Kingdom

### Achievements:

- Certificate of Excellence in Reviewing PRJABB122505TUM Certificate Type: Reviewer Manuscript Number: Ms/JABB/121102 Date Issued: 2024-07-30
- Certificate of Excellence in Reviewing Certificate Type: Reviewer Manuscript Number: Ms/JABB/122505 Date Issued: 2024-08-20
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### References

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