

## **CURRICULUM VITAE**

### **A: PERSONAL PARTICULARS**

1. **Full Name** : Eliamlisi Joseph Mlay
2. **Date of Birth** : 15/12/1976
3. **Nationality** : Tanzanian.
4. **Marital Status** : Married with two children.
5. **Present Address** : Tanzania Association of Small Scale Industries and Manufacturers (TASSIM)  
  
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### **B: ACADEMIC QUALIFICATION AND CAREER DEVELOPMENT**

- **Centre for Foreign Relations and Economics (2022)** -Postgraduate in Trade
- **University of Dar es salaam** - MBA Degree in Entrepreneurship and Enterprise Development (2013)
- **University of Dar es salaam** - BA Degree in International Studies
- 2001)
- **Shinyanga Commercial Institute** - Advanced Certificate in Commercial Studies (1997)
- **Same Secondary School** - Certificate in Secondary Education in Commercial Studies (1994)

**PROFESSIONAL EXPERIENCE**  
**ORGANIZATION – TANZANIA ASSOCIATION OF SMALL SCALE INDUSTRIES AND MANUFACTURERS (TASSIM)**  
**POSITION – FOUNDER AND CEO**  
**DURATION – 2022 – DATE**  
**RESPONSIBILITIES**

Strategic Leadership and Vision

- a. Develop and implement TASSIM's strategic plan, aligning it with the needs of its members and the broader industrial sector.
- b. Lead the organization in identifying and responding to emerging trends and challenges in the micro and small industries (MSIs,) landscape in Tanzania.
- c. Champion a culture of innovation, collaboration, and excellence within TASSIM and among its members.
- d. Represent TASSIM in public forums, advocating for policies and initiatives that foster the growth and development of small-scale industries.

II. Operational Management:

- a. Oversee the day-to-day operations of TASSIM, ensuring efficient resource allocation, effective program delivery, and compliance with all relevant regulations.
- b. Develop and manage TASSIM's budget, ensuring financial sustainability and transparency.
- c. Lead the recruitment, development, and retention of a competent and motivated staff team.
- d. Oversee the development and implementation of TASSIM's membership programs, providing value-added services to members.

III. Member Engagement and Advocacy:

- a. Build and maintain strong relationships with TASSIM members, actively engaging them in the organization's activities and decision-making processes.
- b. Identify and address the needs and concerns of members, providing appropriate support and guidance. Represent TASSIM in negotiations with government agencies, industry stakeholders, and other relevant organizations.
- c. Advocate for policies that support the growth and competitiveness of the small-scale industrial sector in Tanzania.

IV. Collaboration and Partnership:

- a. Foster strong partnerships with other industry associations, government agencies, and development organizations.
- b. Collaborate with stakeholders to develop and implement programs that support the growth and development of small-scale industries.
- c. Identify and leverage opportunities for cross-sectoral collaboration, promoting the interests of TASSIM members.

#### V. Communication and Reporting:

- a. Communicate effectively with TASSIM members, stakeholders, and the public regarding the organization's vision, activities, and accomplishments.
- b. Prepare regular reports on TASSIM's activities and performance to the Board of Directors.

### **ORGANIZATION: THE GRANDE DEMAM LOGISTICS AND MANUFACTURING COMPANY LIMITED**

#### **POSITION –DIRECTOR OPERATIONS AND STAKEHOLDERS ENGAGEMENT**

**DURATION – 2016 -2022**

#### **RESPONSIBILITIES**

- a. Liaise with the Board to make decisions for operational activities and set strategic goals
- b. Plan and monitor the day-to-day running of the business to ensure smooth progress
- c. Supervise staff from different departments and provide constructive feedback
- d. Evaluate regularly the efficiency of business procedures according to organizational objectives and apply improvements
- e. Manage procurement processes and coordinate material and resources allocation
- f. Oversee customer support processes and organize them to enhance customer satisfaction
- g. Review financial information and adjust operational budgets to promote profitability
- h. Revise and/or formulate policies and promote their implementation
- i. Manage relationships/agreements with external partners/vendors
- j. Evaluate overall performance by gathering, analyzing and interpreting data and metrics
- k. Ensure that the company runs with legality and conformity to established regulations
- l. Manage stakeholder mapping and prepare communications to stakeholders and respond to stakeholder enquiries
- m. Manage stakeholder engagement coordinators, providing guidance and directing their workload activities to ensure timescales and requirements are met
- n. Provide briefings and support to technical teams for meetings with stakeholders
- o. Arrange and attend stakeholder meetings with technical team members and ensure feedback of stakeholder responses and requests to technical teams are responded to within agreed timescales
- p. Prepare and manage workshops, roundtable and forum logistics including developing agendas, project plans, minute taking and production of reports

LETSHEGO BANK TANZANIA

2013 -2016

#### **REGIONAL MANAGER NORTHERN ZONE- MSME, s SOLUTIONS**

- Prospecting and generating MSME, s clients
- Converting viable prospects to clients, leading the full sales conversation and negotiation, through to account management
- Pitching and representing Letshego Bank at key networking events, conferences and trade shows
- Point of contact between internal and external clients to develop pitch and collateral for sales
- Market research and insights gathering to support the development and improvement of sm offering
- Liaise with field team to gather regular feedback and build case studies on products and brands marketed
- Maintaining CRM and client's records

- Recruiting, training and managing a regional sales team

## **TENGERU INSTITUTE OF COMMUNITY DEVELOPMENT (TICD)**

**Jan 2019 to 2020**

### **SENIOR CONSULTANT – ENTREPRENEURSHIP AND BUSINESS INCUBATION PROGRAMME (JODIC)**

#### **ASSIGNMENTS**

- Develop and execute strategy for outreach, hunting, attracting and onboarding deserving and qualified innovative entrepreneurs, and start-ups.
- Designing & managing Incubation and Acceleration programs
- Provide high-quality coaching and advisory support to entrepreneurs.
- Good understanding of the social entrepreneurship ecosystem.
- Qualify and evaluate applicants for creativity, innovation, acceleration and investment stage.
- Manage the day- to- day interaction with the Incubatees
- Provide support to entrepreneurs across ideation, acceleration, investment and scale-up stage.
- Develop, execute and own an operational and engagement strategy for the entire community including donors, startups, investors, corporates, mentors, advisors, and domain experts.
- Provide continued strategic guidance to entrepreneurs in areas such as business modeling, sales, and marketing, financing, fundraising, overall strategy, operations etc.

#### **ORGANIZATION: NMB PLC**

#### **POSITION: MSEs /SMEs LOAN OFFICER /CREDIT MANAGER**

#### **DURATION – 2004-2012**

#### **RESPONSIBILITIES**

- Evaluate credit worthiness by processing loan applications and documentation within specified limits
- Interview applicants to determine financial eligibility and feasibility of granting loans
- Determine all applicable ratios and metrics and set up debt payment plans
- Communicate with clients either to request or to provide information
- Justify decisions (approvals/rejections) and report on them
- Complete loan contracts and counsel clients on policies and restrictions
- Update job knowledge on types of loans and other financial services
- Maintain and update account records
- Assess customer needs, explore all options and introduce different types of loans
- Develop referral networks, suggest alternate channels and cross-sell products and services to accomplish quotas
- Go the “extra mile” to build trust relationships, customer loyalty and satisfaction throughout the underwriting process
- Operate in compliance with laws and regulations and adhere to lending compliance guidelines

**ORGANIZATION: IPP MEDIA****POSITION – BUSINESS AND INTERNATIONAL NEWS****ANALYST DURATION 2001-2004****RESPONSIBILITIES**

- a. Develop innovative ideas for writing business news.
- b. Stay updated with latest business news and events.
- c. Research business stories and prepare interview questions as required.
- d. Discuss and develop ideas to write strong and sophisticated stories to attract readers.
- e. Research, write and submit stories within established timelines.
- f. Train and mentor junior reporters in writing interesting stories.
- g. Build and maintain strong relationship with news contacts

**REFEREES**

**1. Hon. Dr. Ashatu Kachwamba Kijaji**  
**MINISTER OF LIVESTOCK AND FISHERIES**  
**P.O.Box 2996**  
**Dodoma**

**2. Masoud Ally ( Kipanya)**  
**Chairman**  
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**Certification**

**I, the undersigned hereby certify that, to the best of my knowledge and belief, this profile correctly describes clearly my personal information, education and qualifications platforms.**

**ELIAMLISI JOSEPH MLAY**