

PERSONAL RESUME

Date: 22nd November, 2023

Jean Marie Vianney HARELIMANA, Tel.: +250 78 86 83 271, Email: harelax1@gmail.com

1. OBJECTIVE:

Application for a Business Management Position whereby I can enthusiastically and competently use my knowledge, skills and my over 15 years working experience in Marketing and Business Management executive positions.

2. PERSONAL BACKGROUND:

After I got my Marketing Management Degree in Kigali Institute of Science and Technology (KIST), I worked with British American Tobacco (BAT) as a Trade and Sales Representative (TSR) in the Northern part of Rwanda, marketing and selling the British American Tobacco (BAT) brands of tobacco: Impala, Intore, SM, and Embassy.

I successfully prepared the business plan for marketing and sales of MTN Rwanda services, the leader of communication in Rwanda airtime, phones, and phones gadgets, and I was rewarded the Management position of the MTN franchise shop of the Northern region.

I worked at the position of Manager of the Ruhengeri Diocese's prestigious three stars hotels: Fatima Pastoral Centre of Musanze. In that hospitality hospital, my main responsibilities were of managing both the Human and Financial resources.

I joined the *Office Rwandais du Tourism et des Parks Nationaux (ORTPN)*, the Rwanda Agency of Tourism, where I worked as Reservation Officer for a period on one year and half, dealing mostly with the gorilla permits booking management, administering the online marketing and sales of permits for visitation of three Rwandan national parks, Volcanoes, Akagera and Nyungwe; following up on payments made through the international money transfers, and electronic payment through VISA and Master cards.

I enjoyed tourism study in East African Countries, I visited many tourism attractions and interacted with various tourism stakeholders from Uganda, Kenya and Tanzania, from which I realized plentiful skills in marketing and sale of quality tourism experiences and networking.

2009-2010, I worked as the Budget Officer in the Rwanda Development Board, RDB; and in

November, 2010 - May, 2012, I managed the RDB-Musanze Business Development Centre providing business support services to SMEs and entrepreneurs in the areas of business management, entrepreneurship development through marketing analysis, business ideas and opportunities assessment, business plan preparation, link capital lenders and entrepreneurs, business incubation, coaching and mentoring, taxes declaration, initiation to ICT, to name just a few.

June, 2012-August 2015; I was in charge of Promotion and Marketing of Domestic Biogas in the Energy Water and Sanitation (EWSA). I prepared and directed the application of marketing strategy to promote the dissemination of an environment friendly and social economic source of affordable energy for Rwandan households which is **biogas**.

Whereby I designed the yearly marketing operation plans and budget; come up with the communication mix to raise public awareness, prepare and conduct biogas promotion campaigns, design and update the communication tools.

Furthermore, I upheld the good relationships with biogas stakeholders including financial partners and capacity builders as well as the local government and community organisations.

September, 2015- August, 2016; Independent business consultant and freelancer in tourism whereby Theodore NZABONIMPA and I co-designed and co-founded Beyond the Gorillas Experience, a tourism company selling community based attractions such as, authentic village walks, bird watching, mountain hiking, coffee tours, and organize water tours in twin lakes, Burera and Ruhondo, traditional healing experiences, cultural and historical tours, and many more.

September 5th 2016 to March 4th, 2018 Sales and Marketing Manager of the Rwanda market leader of cereal flour producers and sellers, SOSOMA Industries Ltd.

In SOSOMA Industries Ltd, I Defined strategies to constantly increase sales; Recruited, trained, motivated sales agents; Prepared, presented the annual sales and marketing operation plans, trained stakeholders including distribution channel members, sales agents and sales representatives on adopted marketing strategies; Administration of sales records; Design and direct the production and usage of promotion materials: calendars, business prospectus, posters, banners, leaflets, caps, T-shirts, flasks, cups and mugs; Prepare and participate in international, regional and national trade fairs; Define and manage partnerships with stakeholders; Keep abreast of the dynamism of the market and come up with the strategies to uphold the competitive edge of the company.

Jan-July 2019: Identification and Mentorship of Community Based Tourism Entreprises around Kivu Belt Road and Congo Nile Trail, for GIZ-Rubavu Office (Martin +250 788 782 151) in collaboration with Beyond the Gorillas Experience, BGE (Theodore +250 788 495 604)

After identifying those enterprises we trained members on Business Organisation, Experience Presentation, Bookkeeping, English Language, Finance and Marketing of Community Tourism Experiences, and we Conducted Mock Exercise to Render Them Marketable.

August-Sept, 2019: Preparation and Presentation of the Administrative and Financial Policy and Procedures Manual governing the SAVIOR CIVIL ENGINEERS LTD (Ir. Jean Sauveur +250 788 556 976)

June, 2021 Preparation of Technical and Financial Business Proposal for the Acquisition of Burera Beach Hotel for The Account of Virunga Hotel.

Sept. 2021 Preparation of Project Plan for the Installation and Exploitation of Rubengera Cultural Centre in Karongi-West-Rwanda for the Beyond the Gorilla Experiences (Theodore, +250 788 495 604)

Oct. 2021 Conducting Feasibility Study and Project Plan for Launching the Mount Muhungwe trail as tourism destination of Rubavu-West-Rwanda for Beyond the Gorilla Experiences(Theodore, +250 788 495 604)

March-June. 2022: Provision of Business Administration and Audit Service to Restructure the Management of My Hill Ecolodge in Gashaki-Musanze (Gervais, +250 788 572 697)
We audited the deployment and functioning of its resources and recommended and actively directed and mentored the restructuration process.

July. 2022: Preparation of Business Plan for Farming Company Great Green Gardens Ltd (Jeannette, +250 788 300 631)

Apr. 2022: Business plan preparation for initiation of a Culinary and Dietetic Education Training Centre (Mr.Christophe +250 783 326 020).

May-July.2022: Provision of Business Administration and Audit Service to Restructure The management of Filon d'Or in Musanze (Rusizana, +250 788 598 859).

I audited the deployment and functioning of its resources, direct the restructuration process, helped in recruitment, training and mentorship of hired staff. I advised on taxation, Procurement, Inventory Management, and Payroll Preparation.

Jan. 2023: Preparation and presentation of the Business Project Proposal for Virunga Hotel Extension for bank loan application (Balthazar, +250 788 305 585).

Feb, 2023: Provision Of Business Administration And Audit Service To Restructure The Management Of HUUZA Brokerage Company in Musanze (Jean de la Croix, +250 783 035 776)

I audited the functioning of the organisation, prepare and direct the restructure process, initiated the contracts tying the organisation and its stakeholders, and advised on record keeping and on marketing of services.

Sept.2022-Oct.2023: Recruitment, Training, Mentorship of a Sales Team of Two People on Marketing of Banana Base Alcoholic Beverage for KANGUKA UKORE COMPANY of Gahunga-Burera (Celestin, +250 788 489 435)

Sept-to- date: Provision of Business Administration and Audit Service to Restructure Head Farm Africa, the Investment Consultant And Construction Of Ecological Tourism Amenities (Jean d'Amour, +250 788 326 612).

October-to- date: Provision of Business Administration and Audit Service to Restructure the Management of Kangaroo Cycling Academy in Nyabihu-West-Rwanda (Gasore, +250 787 415 852).

3. EMPLOYMENT HISTORY

March-December, 2004: Trade and sales Manager of the Gorilla Tobacco Distribution Centre (GTDC), the BAT Sales Representative of the northern part of Rwanda;

Dec-April, 2004: Manager of the northern (Gisenyi, Ruhengeri, Byumba) MTN Franchise based in Ruhengeri town;

April 2004- November 2006: Manager of the Centre Pastoral Notre Dame de Fatima;

June 2007- Dec. 2008: Reservation Officer at ORTPN (Rwanda Office of Tourism and National Parks);

Jan, 2009 – April 5th, 2010: Budget Officer at Rwanda Development Board (RDB);

Oct.18th, 2011-April, 2012: RDB/ Business Development Centre Manager of Musanze;

April, 2012-August 2015: EWSA Biogas Promotion&Marketing Officer;

Sept 2015- to September 4th, 2016: Independent Business Consultant;

Sept.2016-March, 2018: Sales and Marketing Manager, SOSOMA Industries Ltd;

March 5th, 2018 to date: Independent Business Consultant.

4. EDUCATION:

Bachelors' Degree of Marketing Management, Kigali Institute of Science and Technology

July 2002, Diploma in Business Administration, KIST

1998: Professional Diploma in Commerce and Accounting, Janja Secondary School.

5. TRAININGS:

January-March, 2003, academic study on the "Effects of Marketing Information in A Competitive Environment" for the award of BBA of Marketing management.

Two weeks study tour in east Africa (Uganda, Kenya and Tanzania),

Training on international money transfer and electronic payment handling (Visa, master, and maestro cards).

One-week training on business plan preparation for Small and Medium enterprise, by Rwanda Development Board, RDB.

Three-week training on Business incubation in Kigali, certificate in business incubation by *Business System 2000* in partnership with, RDB.

Training on online business registration by RDB-Office of the Registrar General.

One-week training of trainers (TOT) for entrepreneurial Promotion, by RDB in conjunction with Kenya Commercial Bank (KCB) and School of Finance and Banking (SFB)- Kigali Nov 28-02dec.2011.

6. SOFTWARE SKILLS:

Knowledge of MS Word, Excel, Access, Power point, Outlook, Word publisher, Internet Explorer, Public books (SmartGov-the Budget software), Sage Saari and Sage Pastel (Accounting softwares)

7. LANGUAGE SKILLS: English, French, and Swahili: Fluent, spoken and written
Kinyarwanda: Mother tongue

8. PERSONAL SKILLS AND INTERESTS: Cycling, Swimming, Mountaineering, Nature watching, Business and tourism consultant and activist.

9. PERSONAL REFEREES

John NIYITEGEKA

Independent Business Consultant

Musanze-North-Rwanda

Tel (GSM): +250 788 560 710

Angelique NYIRAFARANGA

Musanze Community Health

Workers Cooperatives Coordinator

Tel (GSM): +250 783 009 312

Theodore NZABONIMPA

Manager of Beyond Gorilla Experience

Tel (GSM): +250 788 495 604

10. DECLARATION: I, Jean Marie Vianney HARELIMANA certify that the information supplied in this Curriculum Vita is correct in any details.