

# YAREGAL SINTAYEHU MEKONNEN

E: yaregal2006@gmail.com | C: +256 77 666 1426 | L: <https://www.linkedin.com/in/yaregal-mekonnen/>

## CAREER PROFILE

A seasoned and highly accomplished Project Manager with experience in providing strategic, financial, and operational development in Fast Moving Consumer Goods in the East African region. Deeply driven, management expert with more than 14 years experience in flour milling, bakery, biscuit production, spaghetti production, and edible oil Refinery. Entrepreneurial and commercially astute with a reputation of excellence as a business strategist, crisis and problem resolution, client acquisition, and portfolio management. Proven abilities as an exceptional communicator, partnerships, and relationship manager, all while organizing a substantial workload comprised of complex, diverse tasks. An asset, advisor and a successful collaborative partner recognized for the creation of cut-throat growth strategies. Personable, intelligent, and highly respected business leader who builds and maintains professional relationships with various partners, collaborators, and stakeholders.

## CORE EXPERTISE

- Business Management and Strategy Direction
- Strategic Leadership, Supervision, and People Management
- Customer Experience and Operations Excellence
- Project Management and Go-to-Market Strategies
- Credit Risk, Finance and Accounting Management
- Corporate Communications, Research and Insights Generation
- Strategic Partnerships and Relationship Marketing
- Client Acquisition and Portfolio Management
- Supply Chain Management
- Production Optimization and Cost Reduction
- Proficiency in Microsoft Office, ERP applications

## WORK EXPERIENCE

### CHIEF EXECUTIVE OFFICER

WA OIL FACTORY PLC | October 2020 - November 2021

- Planned, developed, and directed the company's operational and fiscal function and performance. Expertly completed 250 tons per day seed preparation and press line, 250 tons per day solvent extraction plant, and 100 tons per day oil refinery ( with Fractionation included)
- A strategic partner who implemented plans and offered expert advice on contracts, negotiations, or business deals such as working on a borehole and water reservoir project for the Factory, exporting the byproduct (Soy-meal) to Asian Market, and establishing a market segment for mega agents throughout Ethiopia.
- Analyzed and made recommendations on the impact of long-range growth initiatives, planning, and introduction of new strategies and regulatory actions.
- Spearheaded authority for the finance leadership team by providing accurate analysis of budgets, reports and financial trends, and operational procedures in order to assist the BOD and senior executive team.
- Successfully organized a grand inauguration of the Factory in the presence of the Prime Minister of Ethiopia, developed the brand, and proudly introduced it in the Ethiopian market.
- Steered expert financial guidance and advice to others within executive leadership and improve the planning and budgeting process on a continual basis by educating departments and key members of corporate leadership.
- Provided strategic input and leadership on decision-making issues affecting the organization; specifically relating to the evaluation of potential mergers, acquisitions, or partnerships.
- Evaluated company's financial, operational, sales and marketing structures to plan for improvements and a continual increase of operating efficiencies.
- Mentored and interacted with members of staff at all levels to foster growth. Selected and awarded mega agents to distribute the products country-wide.

## **CHIEF EXECUTIVE OFFICER / MANAGING DIRECTOR**

**Astco Food Complex PLC ( Company of 54 capital MC Ltd) | October 2019 - June 2020**

- Provided vision and strategic leadership, continually managed internal and external relationships to ensure proactive management and sales outcomes, and worked with partners, and colleagues.
- Expertly planned, executed, and monitored the operations of the company such as procurement, production, quality control, business development, and Human Capital management.
- Led people to create a high engagement and high-performance culture through continuous feedback, appraisal, and coaching.
- Drove continuous improvement through effective management. Established, maintained, and cultivated relations with other stakeholders. Ensured effective strategies and collaboration between all partners and provide guidance on portfolio management customer experiences.
- Developed communication and business development plans that led to increased profiling and visibility of the organization by 30% annually and new business leads and revenue.
- Undertook market intelligence; monitoring and reporting market business trends, leads, and developments that gave direction to areas of new business. The proposal win rate increased by 30% and the turnaround time was reduced by 25%.
- Re-structured the company and actively recruited the Chief Financial Officer and the HR Manager who strengthened their respective departments for the success of the business.
- The improved extraction rate of Flour from 74% to 76% by investing in Spare parts; improved yield of spaghetti from 75% to 85% by doing rigorous maintenance on the Production Line; made certain that line runs at stipulated capacity and hence reduced power consumption.
- Prioritized and handled legal cases with external parties and issues arising from employees all while representing the company in meeting with government officials and Suppliers.

## **MANAGING DIRECTOR**

**Miheret Grain Milling (U) Ltd | June 2017 – October 2019**

- Established a 50 ton Per day capacity wheat milling company in Uganda and started a greenfield project implementation.
- Proactively led in buying Land, steered the construction of building from scratch to accommodate the Milling Machine all while sourcing raw material, packing material, and input material for the proper operation of the Mill.
- Mobilized investment to run the milling business and made sure that quality flour is produced that can satisfy the market.
- Communicated with Banks, insurance, and other financial institutions for the proper running of the business.
- Expertly participated in business development and expanding the market both locally and out of the country all while making proper logistical, supply, and distribution of the product and bi-products.
- Created, implemented, and integrated the strategic direction of the company. This includes responsibility for all components and departments in the business

## **GENERAL MANAGER**

**Bakhresa Grain Milling (U) Ltd ( Uganda) | December 2012 - June 2017**

- Effectively managed and coordinated the Milling, Quality Assurance, Human Resources, Procurement, Sales, Marketing, and Transport Departments of the organization
- Advised, and supported a 34,000-ton storage Silo Project from the green field which is currently operational. Successfully completed this in record time beating the scheduled 2 month project plan.
- Led teams. managed supplier of spare parts and machinery to negotiate prices oversaw the logistics of raw materials from Mombasa to Kampala, collaborate with customs and revenue authorities, and confirm that our products are certified by governing bodies so as to get all required documentation needed for export business.
- Developed priority partnerships with customers by visiting shops, supermarkets, bakeries, hotels, and restaurants to get first-hand information on our products. Devised a functional system to address customer issues and complaints.
- Highly developed both written and verbal relationship-building expertise in order to establish strategic relationships with a large number of government partners and financial institutions such as banks and insurance companies.
- Spokesperson lead and ensured effective strategies and collaboration. Traveled to Europe, Asia and East Africa for strategic meetings with machinery, raw material, packing material suppliers and others

## **OTHER RELEVANT WORK EXPERIENCE**

- Miller, Bakhresa Grain Milling (U) Ltd | December 2011 – December 2012
- Plant Manager, Kaliti Food Share Company | March 2011 - November 2011
- Production Manager, DH.Geda Flour Factory | September 2009 - March 2011
- Food Production Process and Quality Improvement Expert, Health Care Food Manufacturers PLC | May 2008 - September 2009
- Production Supervisor, Roha Packaging PLC | October 2007 - May2008

## **ACADEMIC BACKGROUND**

### **BSC.DEGREE IN CHEMICAL ENGINEERING**

Addis Ababa University, August 26, 2007

## **ON THE JOB TRAININGS**

- Economics and International business by Internal Business and Management Institute (Online Course)
- Grain Milling For Executives by African Milling School (Buhler).
- Internal Audit for Food Safety Management System based on ISO 22,000:2005 Requirement by Quality & Compliance Management.
- Understanding and Implementing of an ISO 22,000:2005 Food Safety Management System.
- Food Safety Management System Based on ISO 22000:2005 Implementation and Internal Auditor Training.
- Food Safety management System Maintenance and Continual Improvement based on ISO 22000:2005.
- Transformational Leadership and Coaching course by the Ethiopian Management Institute.

## **PROFESSIONAL REFERENCES**

**Mr. Huw Morris**  
Former CEO of Genesis  
Mobile: +44 7466 966143  
Email:huw.morris1505@gmail.com

**Mr Eskinder Desta**  
Deputy Chairman , WA OIL FACTORY PLC  
eskinderdestam@gmail.com  
+251 91 151 2351

**Mr Mohamed Said Bakhresa,**  
Managing Director, Bakhresa Grain Milling (U) Ltd, Kampala, Uganda.  
Mobile: +256 787695000  
E mail: msbakhresa@gmail.com

**Mr Jerome Carle,**  
Operating Partner at 54 Capital MC LTD  
Mobile: +971 56 976 8329  
Email: jeromecarle@hotmail.com