

Maryline GUIRAMAND



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Profile

Over 20 year's international experience in world agrifood sector (international trade and sustainable development). Innovative, developed and implemented new projects as well as negotiated partnerships. Strong communication skills, ability to integrate quickly with people from diverse background. Speaks French, English, German, Italian and Spanish.

Experience

Since 2006

Independent Consultant

Promotion of sustainable development in agri-food sector:

- added value through integrated quality and sustainable development management systems in supply chain (ISO 9000, ISO 14 000, ISO 22 000, OHSAS 18000, code)
- partnership and multi-stakeholder approach (ex. www.fields-for-food-or-fuel.net)
- value chain approach and international trade

Since 2007

International Institute of Sustainable Development (IISD), Winnipeg, Canada

Coordinator of the International Forum for Assessing Sustainability of Agriculture (INFASA)

2002- 2005

Sustainable Agriculture Initiative (SAI) Platform , Geneva, Switzerland

A platform created by the Food industry to promote sustainable agriculture

Platform Manager

- Creation of SAI Platform: elaboration of business plan, and set-up of the organisation (strategy, financial and human management, statutory requirements, etc.)
- Development to 20 members: Campina, Coca Cola, Danisco, Dole, Ecom, Efico, Findus, Friesland Food, Groupe Danone, Kraft, Mc Cain, Mc Donald's, Nestlé, Neumann Kaffee Gruppe, Sara Lee, Tchibo, Unilever, Volcafe with global sales above € 140 bo
- Development of activities : coffee, cereals, dairy, fruits, vegetables & potatoes, palm oil
- Established a high level Advisory Council with IFAP, OECD, IUCN, CIRAD, IFC & CGIAR
- Development of worldwide network of food chain stakeholders and established partnerships

2001

TATIS, Geneva, Switzerland

A start-up launching a product to enhance tax authorities capabilities to collect taxes from international trade especially targeted to developing countries

Consultant in Communication

- Elaborated company brochure (design, conception, realisation)
- Elaborated web site

1990-2001

ANDRE & CIE S.A., Lausanne, Switzerland

An International Trading Group of Agricultural commodities (3 000 employees worldwide)

Communication manager, André Group

1998-2001

- Promoted internal communication: implemented group worldwide electronic communication
- Developed the external communication: created company brochures, the Internet Site.
- Realised a study on the Electronic Commerce challenge for the company that led to the creation of an E-business department.

Advisor to the Director General, International Trading Division

1990-1997

Fondé de Pouvoir

- Strategy formulation for the Division: analysed the structure of the Division, proposed the creation of new departments, implemented management tools like systematic annual objectives and budget planning and ensured the follow up.
- Development of special projects:
 - Set-up of a food aid desk
 - Developed relationships with World Bank Group (World Bank, IFC, MIGA): led to the insurance of a Chinese green-field plant against political risk.
 - Debt negotiations, representing Swiss Companies in Albania.

- Advice to hotel chains for the Ministry of tourism in Cuba part of barter deal

- 1986-1988** **Food and Agriculture Organisation of the United Nations, Rome, Italy**
Specialised UN agency for agricultural issues
Commodity Specialist
- Supervised a 3 person team for the timely production of the monthly cereal market forecast and various publications.
 - Managed the FAO database of world cereal production, consumption and trade
 - Wrote monthly articles on the cereal market and policies in various FAO publications
 - Co-ordinated the restructuring of the computer system
 - Trained in-house and external groups on commodity analysis
- 1984-1986** **Société Louis DREYFUS, Paris, France**
An International Trading Group of Agricultural commodities
- Economist, Economic Studies Department**
- Installed a forecasting system for the animal feed sector requirements and defined marketing strategies with the traders
 - Specific analysis done concerning the accession of Spain into the EEC and subsequent influence on the cereal market
- 1982-1983** **University of Minnesota, Department of Agricultural and Applied Economics, St Paul, USA, Research assistant**
- Analysis of the variability of production and prices in agriculture and its effects on farm income
 - Built a price forecasting model based on econometric models
- 1981** **Farm management Centre of Calvados, Caen, France**
Management Advisor
- Advised 30 farms facing management problems and assessed their financial situation and capacity of contracting additional loans
- 1980** **Cooperative Rouergue Auvergne Givaudan Tarbes (R.A.G.T.), Seed Branch, Rodez, France**
- Conducted a feasibility study to develop a new corn breed for the German market that led to the successful launch on the German market

Internships **Rowett Research Institute, Aberdeen, Scotland** (2 months), animal nutrition
Agrishell, Avignon, France (6 months), experimentation of phytosanitary products

Education **INSEAD** (European Institute for Business Administration), Fontainebleau, France
Master of Business Administration **1989**
University of Minnesota, Saint Paul, United States
Master of Science in Agricultural Economics **1981-1983**
Award for the MSc thesis by the American Agricultural Economist Association
Scholarship from the International Rotary Foundation
Institut Supérieur d'Agriculture, Lille, France, **Agricultural engineer** **1976-1980**

Continuing Education : Integrated Management Systems **2007**

Languages **French** (mother tongue) **English** (fluent) **Spanish** (good level)
Italian (average level) **German** (average level)

Extra professional Activities

- Recruitment of students for INSEAD in Switzerland
- Conferences, Diplôme Etudes Supérieures Spécialisées Economie Agricole Internationale, University Paris-Sud, France

Personal **Date of birth:** 19.4.1959
Nationality: French - Swiss
Status: Married, 2 children