

CURRICULUM VITAE

Cécilia Chopin-Conilleau

Email: cecilia.conilleau@swisscontact.org

Phone: +41 44 454 17 17



PROFILE (BIO)

Current position: Senior Advisor Inclusive Economic Development

Education:

Master's degree in Geopolitics of developing countries, Faculty of History and Geopolitics Sciences University of Marne-la-Vallée, France

Master's degree in economics, Economic Analysis, Economy of development, Econometrics, Faculty of Economics, University of Nantes, France

Languages: French (mother tongue), English (professional fluency), Vietnamese (basic), Arabic (beginner)

Profile statement:

Cécilia Conilleau is a long-term Swisscontact employee, an experienced manager of tourism for development and marketing initiatives and a senior expert and advisor in economics for project result and sector performance measurement, monitoring and evaluation and gender-sensitive approaches. She can propose rapid access through her experience at the global level to the extensive, relevant Swisscontact network of private and public actors in the tourism sector, to its global experiences and learnings in the development of national, regional and municipal tourism and economic sector strategies, destination and community coordination processes, management structures and governance processes. She has extensive experience and capability in transferring generic models and knowledge to the needs of local contexts' realities.

KEY QUALIFICATIONS

Public strategies development and marketing, with a special focus on sustainable tourism development in Tunisia, Morocco, Kosovo and Guyana and globally.

Core topics: 1) Destination Management via a public-private partnership, 2) Marketing and promotion of destinations, products and experiences, 3) Creating and improving local/rural hospitality, 4) Creating, developing, marketing new hiking mountain trail, 5) Vocational training on hospitality, on guiding (cultural, hiking, storytelling), on cooking, and on sustainable practices, 6) Engaging private sector into the development of tourism products, tourism business models, in DMOs, trade associations, cooperatives.

Gender-responsive employment approaches and gender-sensitive project design.

Specific technical skills in Monitoring and Results Measurement (MRM) according to the DCED standards in measuring private sector/ business development impact and VTET systems training, incl. the monitoring and evaluation framework design.

Experience of 10+ years in managing, and implementing projects.

PROFESSIONAL EXPERIENCE

Institution: Swisscontact

Date: 04.2022 – on-going

Position: Senior Advisor Inclusive economic development, based at Head Office

- Travels to Guyana; Kosovo; Morocco; Switzerland; Tunisia.
- Key Expert for the "Developing a Sustainable Tourism Circuit in South Rupununi Guyana: Product Development, Assessments, Marketing and Capacity Building" for Compete Caribbean, led the component "Organisational development".
- Advisory work for Kosovo municipalities, PPSE Project (SDC) in guiding the development of strategic planning of sustainable tourism for the Municipality of Gjakova, in strengthening the capacities of municipalities in Kosovo in equipping Kosovar municipalities with specific mini tools that guide them through the strategic development process in form of "building blocks/ strategy elements".

	<ul style="list-style-type: none"> - Advisory work for the SIPPO project (Swiss import promotion project) (SECO) on sustainable tourism sector strategy - Advisory work for a sustainable tourism development project in Morocco (SECO): - Advisory work for a sustainable and governance tourism development project in Tunisia (SECO). - Strategic and positioning work of Swisscontact in the tourism sector. - Community of practice: contributed in <ul style="list-style-type: none"> ▪ Destination management organisation/governance topic ▪ Swisscontact Sustainable tourism paper/brief, positioning - Covid-19 crisis, sector tourism adaptation strategy and international cooperation response paper to SECO
Institution: Swisscontact Date: 03.2016 – 04.2022	Position: Coordinator / Head of Project and Tourism Expert based in Tunisia Head of project for implementation of a 2-phase project founded by SECO: “Destination Dahar” (3.680 Mio CHF, 2014-2019), coordinator “South-East Destination” (Dahar, Djerba, Ksar Ghilane) into 4 governorates in the South-East region of Tunisia (4.260 Mio CHF, 2019-2023). Besides main responsibilities at the project management and leadership level, the focus of work was on technical expertise in project strategy development in the sector of tourism, territory and local economic development, destination management approach, destination and product marketing, tourism product development, vocational training, sustainability standards and regulatory reforms with the Ministry of Tourism to support better implementation of alternative and sustainable tourism activities under a national strategic framework.
Institution: Swisscontact Date: 09.2017 – 10.2022	Position: Advisor/Backstopper for the SIPPO project, Tunisia SIPPO, Swiss import promotion programme. SIPPO is strengthening business support organisations in 11 countries. <ul style="list-style-type: none"> - Technical and administrative backstopping for the Tunisian SIPPO team. - Exchange with SC global SIPPO team about the exportation/importation of sustainable tourism products transferring SIPPO knowledge into the Tunisia context.
Institution: Swisscontact Date: 01.2013 – 04.2020	Position: Regional Monitoring and Results measurement advisor, based in Niger Covered countries: Tunisia, Morocco, Benin, Burkina Faso, Mali, Niger Advisory/training support to implement MRM system
Institution: Planète Enfants Date: 01.2009 – 08.2012	Position: Country Director based in Nepal <ul style="list-style-type: none"> - Management of human resources, financial and administrative supervision - Representation and networking with authorities, INGOs and UN agencies, partners, and donors. - Programme development including fundraising, project acquisition. - Guide overall programme planning, monitoring, evaluation and reporting for four projects in the areas of child protection and combating trafficking of children and woman. - Measures of child protection in urban areas with the aim of preventing children from ending up in the streets and protecting them from neglect, abuse, and exploitation. - Development of rural community mechanisms to prevent children from experiencing violence, neglect, abuse, and trafficking. - Safe migration practices in combating trafficking. - Provisions for the rehabilitation/reintegration of victims of domestic violence, sexual exploitation, and trafficking.
Institution: Atos Origin, Belgique Date: 2006 – 2008	Position: Consultant, backstopping assistance, based in Vietnam <ul style="list-style-type: none"> - Mobilisation of Technical assistance for the EU programme with the Ministry of Finance in Vietnam – 50 international experts, \$11million. - Technical and contractual monitoring on experts’ missions. - Financial and contractual monitoring for ATOS/Consortium.
Institution: DIA, Dialogue «Justice sociale» Date: 2003 – 2004	Position: Programme Manager, based in Yemen <ul style="list-style-type: none"> - Representation and Management of Human Resources.

	<ul style="list-style-type: none"> - Guide overall programme planning, monitoring, evaluation and reporting for the project “Assistance and Integration of the poorest people living in 2 slums in Taiz, Yemen, “ financed by the UE & MAE. - Health and education Assistance, Awareness package on health, human rights, child protection. - Increase access to social and professional services and vocational training. - Access to health and education, awareness package on health, human rights, child protection. - Community mobilisation and mechanisms to promote social and human rights and to fight against community discrimination. - Community rehabilitation plan for two slums with focus on water and sanitation issues
<p>Institution: Délégation Catholique pour la Coopération, Orphanage FRERE MIGUEL</p> <p>Date: 12.2000 – 11.2002</p>	<p>Position: Programme Manager and Deputy Director, based in Ivory Coast</p> <ul style="list-style-type: none"> - Responsible for the overall supervision and organisation of the centre and logistics - Staff management and staff training. - Responsible for the medical and nutritional activities: Health and Nutritional children Rehabilitation, HIV, and child health awareness campaign. - International and national adoption procedures for exceptional cases, - Representation with national and local authorities, partners, and donors. - Overall coordination of the activities (Children Without Appropriate Care). - Staff management and development (12 local staff and 2 expatriate coordinators).

SWISSCONTACT REFERENCE PROJECTS

- Tourism domain
 - [Destination in South-East Tunisia: new approaches and skills in the tourism sector](#)
 - [Tourism Governance and Marketing - Projects - Site \(swisscontact.org\)](#)
 - [PPSE - Projects - Site \(swisscontact.org\)](#)
 - [SIPPO - Projects - Site \(swisscontact.org\)](#)
- Several TVET projects in west Africa in the area of MRM for skills and economic development projects.
 - [Switzerland-Morocco Sustainable Tourism Programme - Projects - Site \(swisscontact.org\)](#)
 - [Destination in South-East Tunisia: new approaches and skills in the tourism sector - Projects - Site \(swisscontact.org\)](#)
 - [Tourism Governance and Marketing - Projects - Site \(swisscontact.org\)](#)
 - [Programme d’Appui au Secteur du Développement Rural \(PASDeR\) - Projets - Site \(swisscontact.org\)](#)
 - [Programme d’Appui au Secteur du Développement Rural \(PASDeR\) - Projets - Site \(swisscontact.org\)](#)
 - [Développement économique local – PADC - Projets - Site \(swisscontact.org\)](#)
 - [Mara Panga - Projets - Site \(swisscontact.org\)](#)
 - [Programme d’éducation alternative des jeunes \(PEAJ\) - Projets - Site \(swisscontact.org\)](#)
 - [FOPROR - Projets - Site \(swisscontact.org\)](#)
 - [PAFP - Projets - Site \(swisscontact.org\)](#)
 - [Programme de Formation Professionnelle - Projets - Site \(swisscontact.org\)](#)

OTHER RELEVANT INFORMATION (E.G. PUBLICATIONS)

One of the main contributors to the promotion & marketing tools elaboration:

- Dahar, travel guide
- Dahar, hiking guide
- Djerba guide: “An invitation to discover Djerba”
- Djerba, l’île aux saveurs: a cooking book
- Apps: Dahar guide and Djerba 360°
- www.destinationdahar.com; www.destinationdjerba.com

2012 Fundraising photo exhibition: Women in Nepal, won 1st prize of the “Fondation de France”.