

# Cécilia Chopin-Conilleau

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## PROFILE (BIO)

**Current position:** Senior Advisor, Inclusive Economic Development, Global office team, live in Vietnam

**Education:**

Master 2 (DESS) in Geopolitics of Europe and Developing Countries, Faculty of History and Geopolitics Sciences University of Marne-la-Vallée, France, 1999

Master 1 (Maitrise) Economics, Economic Analysis, Economy of development, Econometrics, Faculty of Economics, University of Nantes, France, 1997

**Additional training related to inclusive economic development**

- Sustainable tourism, destination/territory management & and development by Swisscontact experts
- Strategic visitor flow approach, Saint Gallen University/Swisscontact
- Conflict sensitivity, workshop, and e-learning modules Swisscontact/Swisspeace
- Markets System Development approach by Swisscontact experts, Springfield Center
- Advising & coaching on the implementation of the DCED standards, MEAL/MRM systems
- Evaluation/DCED standards for practitioners in fragile contexts, UN training institute, Turin
- Applying Gender approach/Analysing with Gender lenses with UNFPA in Niger
- Microfinance with Positive Planet (ex-Planet Finance) in Paris

**Languages:** French (mother tongue), English (professional fluency)

**Profile statement:**

Cécilia Conilleau is a highly skilled senior manager, technical advisor specializing in Inclusive Economic Development, Sustainable tourism development and project result and sector performance measurement, monitoring and evaluation, as well as gender-sensitive approaches. With extensive experience in the economic sector, she has been instrumental in developing national, regional, and municipal strategies for economic growth and stakeholders and community coordination processes, and is adept at managing, coaching, and training. Her expertise allows for the transfer of generic models and knowledge to meet the needs of local contexts' realities.

## KEY QUALIFICATIONS

With extensive experience spanning over 20 years, she has successfully led, managed, and implemented a varied portfolio of projects across different continents, including Europe, Africa, Asia, and Latin America.

Her expertise lies in developing public and private partnership strategies, conducting market systems analysis, and sustainable tourism/territory development in transition and developing countries

Furthermore, she has track records in executing projects, training and coaching related to destination management, marketing, promotions, improving local and rural hospitality, offering vocational training on hospitality, sustainable practices and women entrepreneurship, safe migration, financial literacy, and micro-credit and Midterm/evaluation projects

Her gender-sensitive project design skills enable her to cater to the needs and concerns of all genders in the market systems.

Besides, she is a qualified "Donor Committee for Enterprise Development" standards advisor, project team coach, and evaluator, enabling her to enhance monitoring and evaluation quality, especially in complex environments such as market systems. She plays an essential role in supporting project teams in implementing MRM systems in VET, tourism, and agricultural sectors to ensure program logic undergoes continuous validation and revision, particularly crucial in complex, rapidly changing environments.

With more than 10 years in Swisscontact, she has a strong knowledge and significant experience in Swiss donors, Swiss international landscape, Swiss international cooperation strategy and policies

## PROFESSIONAL EXPERIENCE

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| <p><b>Institution:</b> Swisscontact<br/><b>Date:</b> 04.2022 – on-going</p>   | <p><b>Position: Senior Advisor Inclusive economic development/Sustainable tourism, Global office team</b></p> <ul style="list-style-type: none"> <li>- 2023 Assignments in Guyana; Kosovo; Laos, Morocco; Switzerland; Tunisia, RDC</li> <li>- Key Expert for the “Developing a Sustainable Tourism Circuit in South Rupununi Guyana: Product Development, Market system Assessments, <b>Governance</b>, Marketing and Capacity Building” for Compete Caribbean, led the <b>component “Organisational development”</b>.</li> <li>- MidTerm Review, <b>Waste Management Project</b> LAO PDR</li> <li>- Advisory work for Kosovo municipalities, PPSE Project (SDC) in guiding the development of strategic planning for <b>market system stakeholders</b> in the sustainable tourism sector. Strengthening the capabilities of municipalities in Kosovo in equipping Kosovar municipalities with specific tools that guide them</li> <li>- Advisory work for the SIPPO project (SECO) on sustainable tourism sector strategy</li> <li>- Advisory work for a sustainable tourism development project in Morocco (SECO):</li> <li>- <b>Advisory/coaching and training</b> work for a sustainable and governance tourism development project in Tunisia (SECO) in <b>the local economic/market system/territory development</b></li> <li>- Strategic and positioning work of Swisscontact in the tourism sector.</li> <li>- Community of practice: contributed in <ul style="list-style-type: none"> <li>▪ Destination management organization/governance topic</li> <li>▪ Swisscontact Sustainable tourism paper/brief, positioning</li> </ul> </li> <li>- Covid-19 crisis, sector tourism adaptation strategy, response paper to SECO</li> </ul> |
| <p><b>Institution:</b> Swisscontact<br/><b>Date:</b> 03.2016 – 04.2022</p>    | <p><b>Position: Coordinator / Head of Project and Tourism Expert based in Tunisia</b></p> <p>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, <b>market system analysis and strategy</b>, destination management approach, destination &amp; product marketing, tourism product development, vocational training, sustainability standards, regulatory reforms with the Ministry of Tourism to support better implementation of alternative and sustainable tourism activities under a national strategic framework.</p>   |
| <p><b>Institution:</b> Swisscontact<br/><b>Date:</b> 09.2017 – 10.2022</p>    | <p><b>Position: Advisor/Backstopper for the SIPPO project, in Tunisia</b></p> <p>SIPPO, Swiss import promotion program. SIPPO is strengthening business support organizations in 11 countries.</p> <ul style="list-style-type: none"> <li>- Technical and administrative backstopping for the Tunisian SIPPO team.</li> <li>- Exchange about transferring SIPPO knowledge into the Tunisia context.</li> </ul>   |
| <p><b>Institution:</b> Swisscontact<br/><b>Date:</b> 01.2013 – 04.2020</p>    | <p><b>Position: Regional Monitoring and Results measurement advisor, based in Niger, for 6 countries: Niger, Burkina Faso, Benin, Tunisia, Morocco and Mali.</b></p> <p>Provide advisory and training support to help implement effective MRM (Monitoring, Reporting, Management) systems in <b>TVET, tourism &amp; agriculture projects. Including designing tailored tools for project teams &amp; conducting market analysis, coaching, to ensure that the MRM systems are relevant and effective in achieving project objectives</b></p>   |
| <p><b>Institution:</b> Planète Enfants<br/><b>Date:</b> 01.2009 – 08.2012</p> | <p><b>Position: Country Director based in Nepal</b></p> <ul style="list-style-type: none"> <li>- Management of human resources, financial and administrative supervision</li> <li>- Representation and networking</li> <li>- Programme development including fundraising, project acquisition.</li> <li>- Guide overall programme planning, monitoring, evaluation and reporting for four projects in the areas of child protection/combating trafficking of children &amp; women</li> <li>- Child protection in urban areas aimed at preventing children from ending up in the streets and protecting them from neglect, abuse, and exploitation.</li> <li>- Development of rural community mechanisms to prevent children from experiencing violence, neglect, abuse, and trafficking.</li> <li>- Safe migration practices in combating trafficking.</li> </ul>  |

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|   | <ul style="list-style-type: none"> <li>- Provisions for the rehabilitation/reintegration of victims of domestic violence, sexual exploitation, and trafficking.</li> </ul>   |
| <b>Institution:</b> Atos Origin, Belgique<br><b>Date:</b> 2006 – 2008   | <b>Position:</b> Consultant, backstopping assistance, based in Vietnam <ul style="list-style-type: none"> <li>- Mobilisation of Technical assistance for the EU programme with the Ministry of Finance in Vietnam – 50 international experts, \$11million.</li> <li>- Technical and contractual monitoring on experts’ missions.</li> <li>- Financial and contractual monitoring for ATOS/Consortium.</li> </ul>   |
| <b>Institution:</b> DIA, Dialogue «Justice sociale»<br><b>Date:</b> 2003 – 2004   | <b>Position:</b> Programme Manager, based in Yemen <ul style="list-style-type: none"> <li>- Representation and Management of Human Resources.</li> <li>- Guide overall programme planning, monitoring, evaluation and reporting for the project “Assistance and Integration of the poorest people living in 2 slums in Taïz, Yemen, “ financed by the UE &amp; MAE.</li> <li>- Health, human rights, child protection and education Assistance.</li> <li>- Increase access to social and professional services and vocational training.</li> <li>- Community mobilisation and mechanisms to promote social and human rights and to fight against community discrimination.</li> <li>- Community rehabilitation plan for two slums</li> </ul> |
| <b>Institution:</b> Délégation Catholique pour la Coopération, Orphanage FRERE MIGUEL<br><b>Date:</b> 12.2000 – 11.2002 | <b>Position:</b> Programme Manager and Deputy Director, based in Ivory Coast <ul style="list-style-type: none"> <li>- Responsible for the overall supervision and organisation of the centre and logistics</li> <li>- Staff management and staff training.</li> <li>- Responsible for the medical and nutritional activities</li> <li>- International and national adoption procedures for exceptional cases,</li> <li>- Representation with national and local authorities, partners, and donors.</li> <li>- Overall coordination of the activities (Children Without Appropriate Care).</li> <li>- Staff management and development (12 local staff and 2 expatriate coordinators).</li> </ul>   |

### SWISSCONTACT REFERENCE PROJECTS, backstopping and ATR service

- Waste management, Green cities
  - <https://www.swisscontact.org/fr/projets/waste-to-value>
- 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/Agriculture 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](#)
  - [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 \(PASDeR\) -](#)
  - [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), latest ones

Led internal Swisscontact Sustainable tourism positioning initiative/work 2023  
Contribution to MRM/MEAL global tools elaboration training and elaboration of country/projects specific tools.  
One of the main contributors to the promotion & marketing tools elaboration:

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

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