

## CURRICULUM VITAE

### Ailsa Jane Buckley

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## PROFILE (BIO)

**Current position:** Head of ISD Products and Services

**Education:** Masters of Business Administration, Post-Graduate Diploma in Management, Bachelor of Arts Honours Degree (First Class)

**Languages:** English (mother tongue), Kiswahili (good), French (basic), Spanish (Basic)

### Profile statement:

Ailsa is a Private Sector Development Expert who is fully conversant with project design, management and implementation. She has been designing and implementing enterprise projects for over 30 years in East Africa. Ailsa employs a range of skills in sub sector and cross sector approaches to increasing private sector enterprise incomes through systemic market development approaches. She innovates and delivers assignments in market development incorporating value chain approaches and business reform and has extensive experience in systems development approaches and performance measurement for systemic markets work. She has focused specifically on stimulating specific markets to be competitive via facilitation of the private sector. She has implemented contracts for a range of clients from donor agencies and INGOs to private sector companies. She has extensive experience in Kenya, Tanzania, Uganda, Mozambique, South Sudan, Somalia, Rwanda and Zimbabwe.

## KEY QUALIFICATIONS

Capacity development for systems development, including designing and delivering training and mentoring in systems selection, systems analysis and mapping and intervention identification and design

## PROFESSIONAL EXPERIENCE

<p><b>Institution:</b> Swisscontact <b>Date:</b> 01.2023 - present</p>	<p><b>Position: Head of ISD products and services</b> <b>Inclusive Systems Development (ISD) Guardianship and backstopping</b></p> <ul style="list-style-type: none"> <li>- Responsible for providing strategic and technical ISD assistance to acquisitions and implementation programmes, designing and implementing innovative training and mentoring offers and ensuring learning, exchange and positioning. This also includes developing ISD guidelines, toolkit and e-learning course and facilitating the ISD Learning Lab.</li> </ul> <p><b>Provision of Advisory and Training Services (ATR)</b></p> <ul style="list-style-type: none"> <li>- Designing, developing, and delivering advisory, training, research, and shared learning inputs on the expanding FCDO Commercial Agriculture for Smallholders and Agribusiness (CASA) Programme; and delivering ISD guidance to other external ATR services.</li> </ul>
<p><b>Institution:</b> Swisscontact <b>Date:</b> 01.2014 – 12.2022</p>	<p><b>Position: Global Inclusive Systems Development Guardian</b></p> <ul style="list-style-type: none"> <li>- Responsible for guardianship and thematic leadership of ISD globally including ISD training and mentoring and strategic and technical ISD assistance to implementation programmes.</li> </ul> <p><b>Position: Regional Business and Markets Specialist</b></p> <ul style="list-style-type: none"> <li>- Responsible for the delivery of the Regional Business Plan including financial targets and providing leadership in business development activities such as relationship management.</li> </ul>
<p><b>Institution:</b> Practical Action Consulting <b>Date:</b> 05.2010</p>	<p><b>Position: International Markets Specialist</b></p> <ul style="list-style-type: none"> <li>- Responsible for driving the organization's inclusive markets work, ensuring internal capacity and competency in market systems work and delivering the PAC Global Markets Strategy.</li> </ul>

	<p><b>Position: Regional Consultancy Manager</b></p> <ul style="list-style-type: none"> <li>- Delivering the EA strategy as part of the regional management team: leading the regional development drive: leading the implementation of innovative assignments that promote PA experiences into the practices of others, ensuring PAC EA profitability: delivering consultancy assignments in MSD: leading the PAC EA team and consultants and managing resources: providing direction and advice to PAC International in relation to markets initiatives.</li> </ul>
<p><b>Institution:</b> Self Employed <b>Date:</b> 11.1995</p>	<p><b>Position: Private Sector Development Consultant</b></p> <ul style="list-style-type: none"> <li>- Developing innovative enterprise projects and inputs: overall responsibility for planning, coordination, implementation and monitoring including financial planning/control and HR management: liaising with and reporting to clients (INGOs and private sector companies) and donors.</li> </ul>

## REFERENCE PROJECTS/ASSIGNMENTS

### *For Swisscontact*

- Strategic and technical ISD assistance to FCDO's Commercial Agriculture for Smallholders and Agribusiness (CASA) Programme in Uganda, Malawi and Nepal and expansion into Rwanda and Ethiopia.
- Support to DFID's Transforming the Economy through Climate Smart Agribusiness (NUTEC) programme in Uganda and Inclusive Markets for Sustainable Agriculture (IMSAR) in Rwanda, including ongoing training of both Project Teams in ISD.
- Strategic and technical assistance to SIDA's Food security through climate Adaptation and Resilience (FAR) Programme in Mozambique and SDC's Horti Sempre Project in Mozambique.
- Provision of ISD expertise to the GRM-led Livelihoods and Food Security Programme in Zimbabwe.
- Development and management of an Export Capability Programme for TradeMark EA focusing on increased trade for the landlocked countries in coffee, staples and tourism.
- Training of 40 TMEA East Africa staff in Market Systems Development.

### *For Practical Action Consulting*

- Delivered commercial training in PMSD in India and Kenya for NGOs, donors and development practitioners; delivered capacity development training for PAC in the UK and Zimbabwe; facilitated a PAC African markets summit on MSD innovation.
- Developed 'learning from practice' knowledge products, case studies and training resources for Practical Action's PMSD Roadmap ([pmsdroadmap.org](http://pmsdroadmap.org)).
- Facilitated the Practical Action Markets Forum to share lessons, successes and challenges in MSD.
- Delivered an MSD virtual training programme for Habitat for Humanity (Latin America), and led the development and testing of an online training and mentoring package in MSD for HfH staff across Latin America (and specifically in Guyana) in the housing sector.
- Undertook a scoping study and designed a regional market development program for TradeMark, EA.
- Undertook mapping for EUEI-PDF in energy markets in Rwanda to test an MSD framework for the development of energy projects; developed 'learning from practice' knowledge products.
- Developed training in participatory market systems development (PMSD) and emergency market mapping analysis (EMMA); and delivered commercial training/mentoring packages to EA-based clients.
- Supported the adoption of market development concepts, approaches and tools within Christian Aid internationally. Provided global MSD training for 40+ country directors and mentoring for country offices.
- Developing an interactive multimedia tool for program replication for World Bank/IFC: Led an evaluation of the market-oriented Lighting Africa programme and developed and populated a toolkit to enable upscaling and replication by market facilitators across other countries in Africa.
- Developed a market facilitator's manual for programme replication for Land O Lakes: Led an evaluation of the five-year VCD Kenya Dairy Sector Competitiveness Programme and developed and populated a toolkit to enable market facilitators to upscale and replicate the initiative.
- Provided technical inputs to ILO VCD projects in Somalia: Led market development inputs across two projects in Somaliland and S Central in fodder for livestock and the feeder value chain of light engineering.

### *Long Term Consultancy Assignments*

- Managed a one-year media markets intervention aimed at increasing Agricultural Information through ICT and Media with FIT Resources for BMSDP. Developed the capacity of radio and ICT BDS providers to produce commercially sustainable, interactive information applications that target and respond to the business issues of SMEs in various value chains of Kenya's agricultural sector.

- Somali Enterprise Employment and Livelihoods Project funded by DFID/DANIDA – one year. Promoted SME development for ILO Somalia involving job creation through responsive technical assistance for SME growth and expansion and increasing the availability of employment, business and market news and information with a strong emphasis on local capacity building.
- Somalia Income Diversification Project of Progressive Interventions funded by EC – one year. Promoted economic opportunities involving supervising research and opportunity profiling, programming responsive inputs and consultants: implementing local and international market appraisals (South Africa and Gulf) and developing market linkages: promoting ethical trade issues: coordinating and monitoring product promotion activities (road shows, video campaigns and radio campaigns), regional awareness campaigns and opportunity workshops.
- Somalia Marketing Assistance and Product Promotion Project of Progressive Interventions funded by the EC – one year. Promoted enterprise development, including developing systematic project performance measures: undertaking local market appraisals and identifying enterprise opportunities: designing and implementing the Buy Somali ethical trade campaign: overseeing the implementation and promotion of Somali trade fairs: planning and providing expansion support and training to SMEs: facilitating the development of an effective market for BDS: developing training materials, training manuals and Investors Guides: producing a bi-monthly newsletter and maintaining media linkages.

## OTHER RELEVANT INFORMATION (E.G. PUBLICATIONS)

### Publications

NORRAG

Market Systems Symposium: ISD training: 2022.

Urban Market Solutions: Presentation at the BEAM/DCED Conference in Nairobi: 2018.

Making Markets Work for Refugees: Presentation at the SEEP Annual Conference in DC: 2017.

Making Markets Work for Refugees: BEAM Exchange webinar, Feb 2018.

SEEP Annual Conference: Participatory Market Systems Development training for members in DC: 2012

Market Systems Development short courses for Practical Action, Christian Aid, Swisscontact, Traidcraft, Habitat for Humanity: 2010/11.

Land O Lakes: Market facilitators manual: Kenya, 2012.

Interactive CD Rom for Swisscontact EA Financial Services Programme: 2010

Interactive CD Rom for the ILO FIT SEMA Media Program: A resource pack for practitioners: 2009.

Leicester University Management Centre: Extending best practice in market development: 2008.

VSFB: Operations Manual for the Marial Lou Livestock Training Centre in s Sudan: Kenya: 2006.

PACT: Civil Society Strengthening in s Sudan: A Resource Pack for Extension Workers: Sudan: 2005/6.

Kenya Honey Council: A Reference Guide to Beekeeping in Kenya: 2004.

Tear Fund: RICE FARMING: A user's step by step manual: Sudan 2004.

Trickle-Up Kenya: Career Transition Programme: Action Planning for Self-Employment: 2003.

USDA/FAS: Diversifying incomes through export market development: 2003.

USDA/FAS: MARKET ASSESSMENTS: Gulf Marketing for Somaliland and Sudanese Honey: 2003.

EC/PI: Assessment of South African Market for Natural Cosmetics: 2002.

EC/PI: Modular Training Programme in Beekeeping: 2002.

EC/PI: Business Start-up and Business Growth Information Leaflets: 2002.

Leicester University Management Centre: Identifying an optimum organisational structure for a small organisation to interact with a large bureaucratic organisation: 2001.

Durham University Business School: The growth of women run business in post-conflict Somalia – presentation at Shifting Gears Conference on Women's Entrepreneurship: 2001.

EC/PI: Capacity Building Training Programme for CBOs. 2000.

EC/PI: Training of Trainers Guide: 2000.

EC/PI: A Guide to Organising and Implementing a Trade Fair. 2000.

EC/PI: Investors Guides: Frankincense Oil Distillation/Honey processing: Somaliland 2000.

ODA: Design for Profit: Product Development Training Course. Kenya 1994.

ODA: The Resource Pack: Business Training Resources for Extension Workers. Kenya/Somalia 1994.