**Charles DenisoN**

**DoB: 11TH APRIL 1984**

**SOUTH AFRICA**

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**Dual Nationality–SOUTH AFRICAN, SWISS**

**CURRICULUM VITAE**

**EDUCATION**

UNIVERSITY OF FRIBOURG, SWITZERLAND 2007-2009

**MBA: EUROPEAN BUSINESS & DEVELOPMENT**

Strategic Management & Marketing

*Masters Thesis: The Status & Advancement of Smallholder Coffee Farmers in Zambia*

UNIVERSITY OF CAPE TOWN, SOUTH AFRICA 2003 - 2006

B.SOC.SC: LAW (LABOUR), BUSINESS MANAGEMENT & ORGANISATIONAL PSYCHOLOGY

Triple Major

HILTON COLLEGE, SOUTH AFRICA 1997 - 2001

MATRIC: UNIVERSITY EXEMPTION, HIGHER GRADE

Distinction, Independent Examinations Board (IEB)

Maths, Geography, Science, Biology, English, Zulu

**Summary**

I am an experienced coffee professional with nine years in the agro-commodity industry. I have a master’s degree in strategic management and business development with a strong agricultural-economics focus. My specialist field is coffee, particularly relating to the specialty coffee trade, quality, marketing, agronomy training, and bringing the producer and the consumer together. Linking the specialty coffee trade to origin and bridging the gap between the two worlds has been my focus for the past four years.

I have developed various business plans and agricultural models within East Africa, and have both South African and Swiss nationality. I have a valuable understanding of Africa, its people, and cultures, with a vast knowledge of the continent, and pragmatic understanding of how to achieve goals in this unique landscape. I am also fluent in Zulu and Xhosa.

Furthermore, I am a current licenced Q-Grader (Coffee Quality Institute), and have visited and consulted in ten various coffee growing origins in East Africa and Central America.

**EXPERIENCE**

**MANAGING DIRECTOR**

**Cultivar Coffee [www.cultivar.co.za]**

2013 – Present

Green coffee importers and coffee value-chain consultants, focusing on commodity importation, logistics, quality control assessment, laboratory work, as well as agronomy & training. Development of social projects for the coffee community. QC laboratory and service providers for large scale roasters, with consultations in Tanzania, Uganda and South Africa.

As a founding member of the Coffee Science Institute (www.coffeescienceinstitute.org), I have worked on green-field coffee estate development, including analysis of soils, climate modelling, and coffee variety selection.

**COFFEE TRADER**

**Ecom Agro-Industrial [www.ecomtrading.com]**

2012 – 2013 East Africa

Working for one of the top four largest Arabica coffee suppliers, I had the opportunity to be exposed to the coffee chain at origin, from growing to export. This included green bean trading (both physical and derivatives), hedging, logistics & shipping, and small-scale farmer advancement through rural agronomy training and certification. This experience included dealing with some of the world’s largest coffee roasters to the most specialised.

• Physical green coffee trader (US$ 2-3 million per week).

• Futures coffee trader on the New York “C” market.

• Sustainable management and project lead for Fairtrade, Rainforest Alliance, 4C’s & Utz certification.

Origin work with smallholder and estate farmers in Kenya, Tanzania, Uganda, and commercial lead for Nestle Sweden’s Rainforest Alliance programme in Kenya.

• Marketing and promotional material

• Coffee estate and small-holder development in Kenya, Tanzania, and Uganda.

• Consultant to Sustainable Management Services, marketing and farmer training to 85000+ farmers.

• Speciality coffee development.

• International Finance Corporation (IFC) coffee project development.

• Shipping and logistics of coffee export and import.

• Marketing and market research responsible, website development, and online presence.

• Client liaison for Starbucks, Nestle, Paulig, HA Bennet, Caribou Coffee, Hivos.

• Cup of Excellence liaison.

• Sample roasting, cupping, scoring.

• SCAA spec laboratory setup.

• Represented ECOM East Africa at Speciality Coffee Association of America Conference, Portland, USA.

**OPERATIONS MANAGER**

**RedBerry Coffee Company [www.redberry.co.za]**

2009 – 2011 Southern Africa

As supplier to the second largest coffee account in South Africa, RedBerry not only exposed me to the retail aspects of coffee, from procurement to roasting, and training, but also to the quality side of an agricultural product.

• Green bean sourcing and procurement, farm visits, coffee processing, cupping and quality control.

• Marketing and promotional material

• Barista training team management and development.

• Account management (Famous Brands).

**RESEARCH ASSISTANT**

**International Institute of Management in Technology [www.iimt.ch]**

2007 – 2009 Switzerland

• Researcher and assistant to Executive-MBA.

• Marketing and promotional material

• Course lecturer – Project Management (PMBOK)

• Liaison with IATA on technological developments in airline communications - onboard mobile and internet communication.

**leadership positions, Awards and certificates**

**Head of House**, Churchill House, Hilton College 2001

**Umngeni Aids Centre**, Outreach Leader, Rotary Club Liaison 2001

**Service Tie Award**, Hilton College for Outreach & Community Service 2001

**British Army Officer Selection**, Pre-Royal Military Academy Sandhurst 2002

**MyAfricanDream**, Adventure & Outreach Company Founder 2004-2008

**Adventure Team of the Year Finalist**, OutThere Magazine 2005

**Coffee Quality Institute**, Licenced Q-Grader 2010

**United Nations COP17**, Conference Marketing and Urban Greening 2011

**OTHER**

**Masters Thesis**: “The Status and Advancement of Smallholder Coffee Farmers in Zambia”

Analysis of Zambian coffee sector, creating a sustainable business plan for smallholder coffee growers. Out-grower model development. Trade and Investment competitiveness, and market-led value chain integration. Supported by Cafe Africa Switzerland, Schluter Café Switzerland, Zambia Coffee Growers Association, Coffee Board of Zambia.

**Agricultural Consultancy:** Agricultural commodity networking consultant with Profile Silo, focusing on staff sourcing with large multi-nationals, specifically on soft commodities: sugar, coffee, cotton, cocoa.

Consulted to Organic Farms Group and Priority Zone on organic farming initiatives within urban areas – inner-city greening. Consulted to numerous coffee estates in Kenya, Tanzania, Uganda, Zambia and South Africa on biodiversity and environmental farming initiatives.

**Languages**

**ENGLISH** (Native/bilingual proficiency)

**ZULU** (Professional working proficiency)

**XHOSA** (Professional working proficiency)

**AFRIKAANS** (Professional working proficiency)

**references [professional and character assessment]**

**Riaan Lazenby –** Director: Profile Silo Consulting

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**TM Muigai -** Head Trader: Ecom Agro-Industrial Kenya (now at ECTP)

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**Wendy Gibson-Taylor -** Project Manager: Durban Municipality (Priority Zone)

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**Dylan Cumming –** Director: RedBerry Coffee Company

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