

## **KELLY M. HARRISON**

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### **Key Qualifications**

Dr. Harrison has worked in international agricultural development, pioneering innovative work related to marketing system development, agribusiness competitiveness and export promotion for over 40 years. He brings agribusiness experience as Chief of Party on several USAID projects, as manager of USA funded export development programs, agricultural association executive, agribusiness corporate executive, professor, and researcher.

Dr. Harrison earned a PhD in Agricultural Economics from Michigan State University. After joining the faculty he served as Chief of Party in Brazil and Colombia, as Director of the Latin American Marketing Project and then for two years as advisor to the Colombian Minister of Agriculture. He has distinguished himself as an authority on European and American horticultural marketing systems and as an expert in export development programs in Latin America and the Middle East. From 1977 to 81 he served as General Sales Manager and Foreign Agricultural Service Associate Administrator. He supervised commercial export credit programs, directed international commodity sales of the Commodity Credit Corporation and managed USDA export promotion programs. As President of Kelly Harrison Associates from 1984 to 2001, he organized and managed consulting assignments in over 25 countries; including marketing, value chain and transportation studies, business planning, export market development, franchise business analysis, and business management training for the private sector and international donors. While Chief of Party for a USAID project in Jordan, he assisted the national marketing organization, conducting policy studies, competitive analysis and export marketing plan development. He completed research studies in Egypt providing background for a \$65 million USAID value chain development project and then served as Chief of Party, providing overall leadership and oversight. For eight years he co-owned and served as Managing Director of the Egyptian Sun Company, the first large –scale Egyptian flower export business, overseeing the exports of several million stems of cut flowers to Europe each year. Simultaneously he carried several short-term consulting assignments, in Egypt and Middle Eastern Countries. Since relinquishing day-to-day management of Egyptian Sun, he has carried out numerous short term consulting assignments related to value chain management.

### **EDUCATION**

Michigan State University, Ph.D. in Agricultural Economics, 1966

Kansas State University, M.S. in Agricultural Economics, 1963

Texas Tech University, B.S. in Agricultural Economics, 1962

## **Academic and Project Management Experience with Michigan State University**

**November 1966-July 1977 - Assistant / Associate Professor with Tenure, Department of Agricultural Economics and Agribusiness, Michigan State University, Lansing, MI**

- **Taught undergraduate courses in Agribusiness Management and graduate courses in Agricultural Marketing for Developing Countries**
- **November 1966-December 1967, Chief of Party, Agricultural Marketing Development in Northeast Brazil, Latin American Marketing Development Project, USAID/Latin American Bureau, Michigan State University, Recife, Brazil, Resided in Brazil**
- **September 1969-January 1972, Chief of Party, Agricultural Marketing Development Project, USAID/Latin American Bureau, Michigan State University, Cali, Colombia, Resided in Colombia.**
- **February 1973- December 1974, Project Director, Latin American Marketing Project, USAID/Latin American Bureau funded regional project, overseeing a team of consultants on a long term project in Costa Rica as well as multiple consulting assignment for USAID Missions in the region**
- **January 1974-December 1976 - Resident Advisor to the Minister of Agriculture of Colombia, Agricultural Marketing Development Programs USAID/Col**

**February 1984-2001 - President, Kelly Harrison Associates, Inc. Illustrative accomplishments under company activities that I personally directed:**

- **January 2000-June 2001 Management Trainer, Management Development Initiative Project, PALTECH Corporation, funded by USAID/Egypt, Cairo, Egypt, Resided in Egypt**
- **November-December 1999, Consultant, Prepared an Agricultural Sector Development Strategy for the West Bank and Gaza under contract with FAO, Funded by the UNDP, Jerusalem, Israel, Resided in Egypt with 3 weeks in West Bank**
- **January-June 1994 –Project Director Egyptian Horticulture Sector Studies Project, Kelly Harrison Associates, Inc., USAID/Egypt, USA (with 4 months in Egypt) – Conducted four sub-sector studies, including innovative export marketing opportunities and competitiveness analysis (1994)**
- **January-May 1993, Team Leader, Turkey Horticulture Export Study Project, Kelly Harrison Associates subcontract with FAO/World Bank, Resided in USA (with 8 weeks in Turkey and 3 weeks in Rome)**
- **September-December 1993, Marketing Consultant, Newly Reclaimed Lands Project, USAID/Egypt, Resided in USA (with 8 weeks in Egypt)**
- **September 1992-May 1993 – Project Director, Market Analysis for Non-traditional Exports from Central America, Panama and the Caribbean Basin, Kelly Harrison Associates, Inc., under contract with USAID/Latin America Bureau, Based in Washington, DC, USA with 4 weeks in Central American Countries**
- **September-October 1993, Team Leader, Evaluation of a El Salvador Non-**

traditional Exports, Kelly Harrison Associates, Inc., USAID/El Salvador, Based in USA (with 3 weeks in El Salvador)

- **June 1991-July 1992 - Executive Vice President**, American Society of Agricultural Consultants, McLean Virginia - Managed an association with nearly 400 professional consultants from all fields of agriculture in the U.S. and 15 foreign countries. Resided in USA
- **December 1988-June 1991 – Chief of Party**, Agricultural Marketing Development Project, Subcontract with Sigma Corporation, USAID/Jordan, Amman, Jordan. The project was focused on value chain assessment for several export crops, with technical training and assistance, a two year \$5.5 million project, also provided national requirements for postharvest horticulture processing facilities. Resided in Jordan.
- **July-November 1988, Team Leader**, Evaluation of a Non-traditional Export Project, Kelly Harrison Associates, Inc., USAID/Latin American Bureau, based in August 1977-January 1981, General Sales Manager and Associate Administrator of the Foreign Agricultural Service, US Department of Agriculture, Washington, DC
- Managed several major export credit programs disbursing over \$3 billion annually in export credits to over 40 different countries. Oversaw direct export sales of certain CCC-owned commodities. Activities included policy formulation, high-level liaison with Congress and other agencies, international representation, and liaison with constituency and clientele groups.
- **July-August 1987 – Consultant, USAID/Santo Domingo, based in USA with 6 weeks in Dominican Republic.** Analysis of alternative systems for collection and grading of agricultural output in rural assembly centers in the Dominican Republic, formulating recommendations for the Asociacion para el Desarrollo, **November 1986 – Consultant**, World Bank helping formulate a plan for improving the efficiency and effectiveness of the perishable food marketing system in Seoul, Korea, Resided in USA with 3 weeks in Korea USA (with 8 weeks in various Latin American Countries)

**March 1981-January 1984, Executive Vice President, Jack Zwick Associates, Inc., McLean, VA,** Directed export development programs for several U.S. agribusiness companies and provided leadership in all agribusiness consulting activities of the firm.

### **Other Business Ownership and Management – 1984-2011**

**June 1993-94) Vice-President, Plowshares, Inc.** Stamford, Connecticut. As a partner in Plowshares, Inc. and CEO of its subsidiary, GRAIN, LLC, helped develop the company's business strategy and launch its agribusiness programs in Russia and the Ukraine, Resided in USA with several 2-week trips to Russia.

### **July 2001- June 2010 - Co-Owner/ Managing Director, Egyptian Sun for Agricultural Development, Egypt**

Completed the value chain analysis and business plan, recruited partners and served as CEO until June 2010. Managed the production for the export of several million stems of cut flowers to Europe annually. Resided in Egypt the entire time.

## Individual Consulting Assignments – 2001-2012

- **July 2012** – Developed a value chain project proposal concept in Egypt for CARANA Corporation
- **May 2012** – Value chain consulting assignment with CARANA Corporation in Kenya.
- **February 2012** – Value chain consulting assignments in Jordan and Egypt CARANA Corporation
- **January 2012** – Preparation of a market opportunity analysis for fresh fruits exports to four countries in the Middle East and North Africa for DAI project in Serbia.
- **December 2011** – Consulting work on analysis of potential agricultural development work in Egypt for Carana Corporation.
- **February 2009-June 2010 Team Leader**, Egyptian Olive Sector Study and Development Strategy – IQ Consulting Company, Government of Egypt, Included detailed market analysis and complete value chain assessment with detailed recommendations for future development, Cairo Egypt – Resided in Egypt
- **February 2008-May 2008 – Benchmark Analyst**, Egyptian Ministry of Agriculture Re-organization Project, IQ Consulting Company, Government of Egypt, Cairo, Egypt
- **February 2008-May 2008 – Benchmark Analyst**, Egyptian Ministry of Agriculture Re-organization Project, IQ Consulting Company, Government of Egypt, Cairo, Egypt
- **Fall Semester 2008 - Lecturer, Department of Economics, University of Texas** - Taught Development Economics Course
- **January 2002-June 2005** Conducted several consulting assignments with the Horticulture Export Improvement Association, funded by the Association, Cairo, Egypt - Resided in Egypt.
- **January- May 2004, Association Management Consultant**, Agribusiness-Led Export Business Project (ALEB), Development Alternatives Inc., USAID/Cairo, Cairo, Egypt. Evaluated the performance of the Board of Directors of the Horticulture Export Improvement Association in Egypt. Resided in Egypt
- **May-June 2004, Trainer**, Developed and taught a Market Development Course for Egyptian participants under the Agricultural Exports & Rural Incomes (AERI), USAID, Cairo, Egypt, Resided in Egypt
- **May-June- 2002, Consultant**, Completed a study of the potential for horticulture exports in Lebanon under contract to the American University of Beirut – included a rapid value chain assessment for several horticulture products, Resided in Egypt with 1 month in Beirut, Lebanon
- **May-June- 2002, Consultant**, Completed a study of the potential for horticulture exports in Lebanon under contract to the American University of Beirut – included a rapid value chain assessment for several horticulture products, Resided in Egypt with 1 month in Beirut, Lebanon

## LANGUAGES

English (Native), Spanish (Fluent), conversational Portuguese and Italian, fair understanding of Arabic.

## **PARTIAL LIST OF RESEARCH STUDIES AND PUBLICATIONS**

Fruit Export Opportunities for Serbia: Middle East and North Africa, February 2012

Olive Sector Study in Egypt with Strategic Recommendations for Further Development, Co-Author, 2010

Business Plan for Flower Production in Egypt, Kelly Harrison Associates, Inc., 2001.

A Strategy for Sustainable Agriculture in Palestine, United Nations Development Program, 1999.

Analysis of the Egyptian Food Marketing System: With Special Reference to the New Lands, Egypt New Lands Study, National Agricultural Research Project, Cairo, Egypt, 1993.

Consumers & Their Food Delivery Systems, World Bank Report on Marketing, Dieter Elz (editor), 1986-87.

Analysis of the Egyptian Food Marketing System: With Special Reference to the New Lands, Egypt New Lands Study, National Agricultural Research Project, Cairo, Egypt, 1993.

Consultant's Report and Recommended Claim: Benlate Damage Orquideas Exoticas, S.A., Kelly Harrison Associates, 1992.

Evaluation of Economic Benefits of Horticultural Exports to Europe, with Amer Jabbarin, Agricultural Marketing Development Project, Amman, Jordan, 1991.

Jordan's Comparative Advantage in EEC Horticultural Product Markets, Agricultural Marketing Development Project, Amman, Jordan, 1991.

Design Analysis for the Central Wholesale Market in Amman, with Hernan Cardoso, Agricultural Marketing Development Project, Amman, Jordan, 1991.

Performance Evaluation of Fruit and Vegetable Wholesale Markets in Jordan, with others, Agricultural Marketing Development Project, 1989.

Sungreen Company: An Export Business Management Case Study, Agricultural Marketing Development Project, Amman, Jordan, 1990.

Alternative Corn Uses in Europe, Kelly Harrison Associates, 1989.

Market Potential for Ecuadorian Arriba Cocoa, Sigma One Corporation, 1988.

Ethanol Issues Facing Illinois Corn Growers, Kelly Harrison Associates, 1988.

Business/Operational Plan for Winter Vegetable Production Enterprise - St. Vincent, Kelly Harrison Associates, 1987.

Business Plan for Winter Fruits and Vegetables in Jamaica, Kelly Harrison Associates, 1987.

Business Plan for a Cut Orchid Venture - Dominican Republic, Kelly Harrison Associates, 1987.

Consumers & Their Food Delivery Systems, World Bank Report on Marketing, Dieter Elz (editor), 1986-87.

An Analysis of Alternative Corn Uses, Kelly Harrison Associates, 1986.

Recent Evolution of Urban Wholesale/Retail Food Distribution Systems in the Third World, Kelly Harrison Associates, 1986.

Jamaica Wholesale Market Study, Kelly Harrison Associates, 1985.

An Approach to Analyzing the Potential of U.S. Markets for Caribbean Basin Countries, Kelly Harrison Associates, 1985.

Agricultural Export Assembly System for the Cibao, Dominican Republic: Analysis & Recommendations, Kelly Harrison Associates, 1985.

Markets for Non-Traditional Exports from Ecuador, Kelly Harrison Associates, 1984.

Egyptian Feasibility Analysis, Jack Zwick Associates, 1983.

*Improving Food Marketing Systems in Developing Countries; Experiences from Latin America*, with Donald Henley, et.al., Michigan State University, 1974.

*Food Marketing in the Economic Development of the Cauca Valley Region - Colombia*, with Harold Riley, Charles Slater, et al., Michigan State University, 1973.

Development, Unemployment and Marketing in Latin America, Michigan State University, 1972.

*Food Marketing in the Economic Development of Puerto Rico*, with Harold M. Riley, Michigan State University, 1970.

*Marketing - One Answer to Poverty*, with John R. Wish, University of Oregon Press, 1969.

*Market Processes in Recife Area of Northeast Brazil*, with Charles Slater, Harold Riley, et al., Michigan State University, 1969.