

Michael Maxey

Michael@Maxey.Info

Tel. - (703) 343-0300

Professional Summary

Senior Manager fluent in Spanish with strong marketing skills and extensive economic development experience in Latin America and the Caribbean. Proven success in assessing complex situations, identifying opportunities, and developing creative commercial initiatives widely adopted by international development agencies and private sector.

Accomplishments

Washington DC Remittance Network – As part of MBA program at the University of Costa Rica, developed a comprehensive business plan for Washington DC based remittance network associated with local Hispanic non-profits partnering with the District Government Employees Federal Credit Union (DGEFCU). I mapped Hispanics by country of origin to block level and identified key Central America target market for remittances. My plan significantly reduced remittance transfer costs, increased funding for local organizations, and increased immigrant access to formal financial sector. The Inter-American Development Bank implemented a pilot remittance program based on my thesis with the DGEFCU and several Hispanic DC non-profits. The current Home Depot “Mi Cash” pilot program to provide electronic remittances to Central America through their stores in the Washington DC metro area also incorporates key aspects of my thesis in their strategic approach.

Global Coffee Marketing Strategy – Analyzed economic development activities in over 20 coffee producing countries and developed a USAID Global Coffee Strategy to significantly increase incomes of small scale coffee farmers. My proposal provided the commercial concept for USAID marketing initiatives in Latin America with the Specialty Coffee Association of America (SCAA), led to the design and implementation of major USAID (\$35 million plus in Central America, Colombia and Ethiopia) and multi-lateral bank specialty coffee initiatives, and formed the basis for the SCAA “Marketing Partners Program.” Ted Lingle, Executive Director of the Specialty Coffee Association of America, cited my work as “visionary” in the Coffee & Tea Journal (December 2000).

Market Access for the Poor - Developed and implemented a concept to link multi-national supermarket chains to small farmer production systems to create a win/win situation that linked remittances, multi-national presence of major supermarket chains and sustainable economic development activities. This program links over 17,000 small scale farmers to a \$100 million fresh fruit and vegetable market in 254 supermarkets across Central America. Also initiated \$5 million Faith-Based coffee marketing program to link small scale Nicaraguan farmers to US specialty coffee market with church and other faith-based marketing support.

Professional Experience

Director of Agriculture – Millennium Challenge Corporation (MCC) 2006 - 2007 -
Designed \$87 million rural development component of MCC Compact in El Salvador. Worked with comprehensive group of experts to identify key commercial opportunities in El Salvador's high poverty Northern Zone and design production and marketing strategy to promote economic development. As part of this component, designed and gained approval of innovative \$20 million investment fund to provide equity financing to campesino groups and leverage private investment for small farmer commercial activities.

Senior Officer in Charge, Central America and Mexico - USAID - 2004 - 2005 -
Provided strategic analysis and programmatic support to field mission senior staff implementing USAID's US\$1 billion development program in Central America and Mexico. Identified youth gang prevention as a critical transnational issue and led efforts in developing LAC Bureau response. Developed concept and briefed USAID Administrator on "diaspora" marketing and networking initiatives in Central America linked back to expatriate communities in the US.

Director of the Trade and Agri-Business Programs - USAID - 1987 – 2003 -

Nicaragua - Managed \$100 million program aimed at increasing rural incomes, reducing poverty and improving food security in Nicaragua through trade-led economic growth. Led a team of 12 professionals in designing and initiating innovative concepts for marketing fresh fruits and vegetables, specialty coffee and other agricultural products with 21,000 farm families.

Peru - Guided the design and implementation of a \$350 million rural development program that significantly increased Peruvian exports and helped 17,000 farmers produce over 27,000 hectares of different crops, strengthened more than 300 local governments, rehabilitated 1,000 kilometers of roads, and increased agricultural production in the program areas by \$65 million.

Honduras – Served as Acting Director of Agriculture Office. Led design and implementation of \$495 million rural development program. Determined key opportunities in US winter vegetable market and led initiatives to increase production and processing export crops to US markets.

Education

University of Costa Rica - MBA with Honors - International Marketing

Mississippi State University - MS in Seed Technology and BS in Agronomy

U.S. State Department's Foreign Service Institute - Training in Spanish and Portuguese resulted in professional level fluency.