



○ Rita BELE-ZONGODONO

Development Manager +10 years working experience ▪ Chosen fields: project management, partnership/network, event ▪ International expertise (**Africa**, Middle East, West) ▪ Fluency in French, English and Spanish ▪ Responsible for the development and strengthening of national and international **partnerships** ▪ Organized; hard-working; **diplomatic; result-oriented** ▪ I wish to bring on board human values and capacities for strategic analysis and synthesis.

○ Experience

2018 ▪ 2020 **Head of Africa and Middle East Network and Development** ▪ **IESEG School of Management** ▪ Business School ▪ Paris, France

○ Strategic development plan in Africa and the Middle East

- **Partnership strategy: Management of existing strategic partnerships** (field visit and meeting with partnering schools Managers, promotion of all school programs from initial training to executive education, analysis of partners' needs and adapted commercial offers) ; **prospecting for new partnerships** (targeting strategic areas and schools with partnership development potential with the support of Campus France and the network of French embassies in situ, making contact and feasibility studies of partnerships); **consolidation and renewal of partnership agreements; relationship with accreditation bodies**
- **Communication/marketing strategy:** Developing the school's **visibility and image** in Africa and Middle East; **field promotion** of programs and diplomas to academic institutions and international students; participating in **conferences** and **fairs**; facilitation of **workshops**; public speaking; social networks (Twitter, FB, LinkedIn)
- **Reporting:** Monthly report of activities; Team meetings
- **Field missions:** Cameroon, Ivory Coast, Nigeria, Morocco, Senegal, South Africa, Tunisia

○ Projects

- **Project:** ADESFA (call for proposal from the French Ministry of Europe and Foreign Affairs to strengthen partnership projects between French and African higher education institutions); ERASMUS +; development of new degree seeking projects; fundraising from French (AFD and French Ministry of Europe and Foreign Affairs) and European (EU) donors;

○ Recruitment

- **Recruitment:** 50 students recruited all over the academic year 2018-2019 within partner institutions for double degree and joint programs (sales performance 1 million €)
- **Student mobility:** Coordination of incoming and outgoing student mobility in Africa and the Middle East in consultation with the school's International Mobility division

2016 ▪ 2017 **Project Manager in charge of International Development** ▪ **Betterfly Tourism** ▪ Environment-friendly solutions for the economic development of tourism activities ▪ Nantes, France

○ Project management ▪ Management of a pilot project in autonomy and team management ▪ Presentation of the project to the COP22 in Marrakech

- **Coordination** of the Footprint pilot project in Morocco (UNDP, Moroccan Ministry of Tourism, German Government, UN Environment)
- **Communication:** Principal contact person internally and externally; participation in COP22 in Marrakech (Morocco), presentation of the project, delivery of certificates to project stakeholders; Press release
- **Team management:** Equitable distribution of activities; carrying out field audits; monitoring the progress of activities and necessary readjustments until successful achievement
- **Field missions:** Morocco
- **Reporting:** Monthly report of activities; weekly team meeting

○ International strategic development plan

- Defining the **international development strategy**
- **Prospecting** (high-level interlocutors) of new customers: Building and strengthening the company's image internationally (United Nations, Ministries in charge of tourism in Africa, European Union)
- **Negotiation and development of market share:** new clients Ivory Coast and Seychelles
- **Fundraising** and calls for tenders

2016 **Executive Assistant/Head of mission International Partnerships** ▪ **Groupe Sup de Co La Rochelle** ▪ Business School ▪ La Rochelle, France

○ Coordination of the Office of the Associate Dean for International Relations and Accreditations

- Overall organization of the Strategic Orientation Committee
- Administrative management, accounting, preparation of contracts, hosting of partners, organization of events, internal communication
- Partnership development in Africa, preparation

2010 - 2015 **Africa Program Technical Coordinator (49 Member States) - United Nations World Tourism Organization (UNWTO) - Madrid, Spain**

▫ **Support to the Programme Director**

- **Planning:** Definition of the annual program of work and budgeting
- **Writing:** Speeches, briefing notes, press releases, articles, reports, any other related drafts
- **Agenda management:** Preparation of visits, meetings and missions; field missions (Angola, Nigeria, Senegal, Tanzania) with the Africa Director within the framework of regional commissions or conferences and as part of the Secretary General's delegation
- **Internal communication:** Liaison person with the Secretary General Office and other Regional and Technical Programmes
- **External communication:** Consolidation of relations with 49 African member states (Ministries in charge of tourism and embassies), development of Public Private Partnership (PPP) with regional organizations (UEMOA, SADC, CEMAC, ECOWAS, others) and the private sector
- **Protocol:** Welcoming guests; travel logistics (visa, transport, accommodation); representing the Africa Programme during official ceremony (Embassy)

▫ **Coordination of the Africa Programme**

- **Events:** Organization of meetings, seminars, conferences, annual forums, regional commissions, general assemblies; retro planning; logistics; topic of discussions; management of panelists; list of participants; survey and evaluation report
- **Management of multipartite projects** for sustainable tourism development and education/capacity building (field coordination, administrative management, budget management, consultant contracts, monitoring reports, final reports, other)
- **Mentoring of interns**
- Management of the **Africa website**
- **Publication and administrative duties:** Preparation of documents; proofreading, translation, logistics of official missions, consultant contracts, archiving, others

▫ **Any other duty as assigned by the Programme Director**

2008 - 2010 **Customer Relations Manager - Teleperformance, service provider for SFR - Toulouse, France**

▫ **Customer's loyalty management**

- **70%** retention rate
- **Customer approach:** Listening; empathy; analysis and synthesis of needs
- **Proactiveness** in bringing appropriate solutions to needs

▫ **Education ▫ Languages ▫ Skills ▫ IT skills ▫ Social media ▫ Hobbies**

2008 **Master in Economics - Specialization: International Tourism Economics and Development - with honours - Institute of Political Sciences** of Toulouse, University of Toulouse I, France

2007 **Master's Degree in Economics - Specialization: Regional Planning and Local Economic Development - With honours - University of Poitiers, Faculty of Economics, France**

Languages **French as mother tongue - Fluent in English - Fluent in Spanish:** lived in Madrid for 5 years - Notions of German - Beginner in Arabic - Mother Tongue: Sango

Skills Team work•ability to work independently•client focus•result oriented•organized•ability to set priority•diplomatic•good interpersonal skills and ability to adapt quickly•marketing and communications strategy•writing skills•

IT skills Microsoft Office; IPSAS; CRM; ability to familiarize quickly with new tools and applications

Social media Facebook; Instagram; LinkedIn; Twitter; other

Hobbies Running (marathons, half-marathons, 10k, track running, cross, trails) and volunteer as a member of the Steering Committee of my running club in Paris, heading the events and partnership commissions