

Elshaday Belete Tilahun

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1992-06-21

Profile Summary

Results-driven professional with 9+ years of experience in strategic advisory, consulting, research, program and project management, and digital transformation within government, non-profit, and private sectors. I leverage my expertise in analytics and digitization to design and implement innovative solutions that drive impact. Adept at structured problem-solving, stakeholder engagement, and delivering data-driven insights to inform policy and business strategy.

Work Experience

Associate at Tony Blair Institute for Global Change (2024-01-15 - 2024-08-24)

Location: Addis Ababa, Ethiopia

Responsibilities: - Conduct market research, analyze data, and provide strategic insights on market gaps, opportunities, and social impact potential of digital lending products

- Lead in-depth market research to assess the potential for Kifiya's digital product expansion across selected African countries, identifying opportunities for growth and strategic alignment with regional demands

- Support thought leadership by developing impactful knowledge products in access to finance, markets, and their intersection with technology

Senior/Analyst at Ethiopia Agricultural Transformation Agency (2019-04-01 - 2024-01-12)

Location: Addis Ababa, Ethiopia

Responsibilities: - Played a key role in the implementation planning of the Digital Agricultural Extension and Advisory Services (DAEAS) Roadmap by developing project design, implementation strategies, and donor engagement plans for priority initiatives

- Led the design and development of multiple high-impact digital initiatives, including the Farmer Profile system, Digital Kiosks, Digital Input Tracking System, Innovation Hub, and a Digital Learning Platform for Development Agents and Smallholder Farmers

- Contributed to the design and strategic planning of major national programs such as the Edible Oil Import Substitution initiative and the Warehouse Receipt System, ensuring their successful implementation.

- Identified and structured key challenges, formulated innovative hypotheses, and applied advanced analytical frameworks to evaluate and implement effective solutions

- Managed and prioritized workstreams end-to-end, including data collection, analysis, content development, stakeholder engagement, and validation, ensuring timely delivery with high-quality outputs

- Executed complex analysis based on industry best practices, generating critical insights to inform evidence-based

decision-making

Project Coordinator at BelCash Technology Solutions (2016-08-15 - 2018-02-23)

Location: Addis Ababa, Ethiopia

Responsibilities: - Managed digital financial services (DFS) project progress, ensuring adherence to scope, budget, and schedule

- Conducted market gap analysis to inform product development, ensuring alignment with user needs and industry trends

- Ensured that the value proposition of DFS products was effectively communicated across various publications and marketing materials, enhancing brand positioning and user engagement

- Developed project documentation, including proposals, risk assessments, and governance frameworks to support successful project execution

Education

Master’s Degree in MBA - General Management

Institution: St. Mary's University | Dates: 2015-09-14 - 2024-08-24

Location: Addis Ababa, Ethiopia

Bachelor’s Degree in Marketing Management

Institution: Addis Ababa University | Dates: 2010-09-20 - 2013-06-28

Location: Addis Ababa, Ethiopia

Skills & Tools

Structured problem solving, analytical and critical thinking, strategy consulting, financial modeling and valuation, policy and regulatory analysis, business development and market analysis, project management/agile/adaptive

Languages

Amharic, English