

**ONYEKA M. OBASI**

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## **EDUCATION**

**GRADUATE CENTER CUNY, BARUCH ZICKLIN SCHOOL OF BUSINESS**  
**PhD in Management**

**August 2022 - Present**

**MASSACHUSETTS INSTITUTE of TECHNOLOGY, SLOAN SCHOOL OF MANAGEMENT**  
**Master of Business Administration, MBA**  
**Track: Entrepreneurship, Strategy, And Innovation**

**2016**  
**Cambridge, MA**

**Fellowship: Sloan Fellow (Global Innovation and Leadership)**

**Independent Study - Geopolitical Risk, Trade and Economic Resources**

**Energy Venture Project (Entrepreneurship): Bridging the Electricity Access Gap in Sub-Saharan Africa: One Country at a Time**

For this project, my team and I set up ikEnergy, a fully integrated solar business that would help small and medium sized businesses (SMBs) in sub-Saharan Africa bridge their electricity gap. As a pilot, we looked at Nigeria.

### **Academic Scholarships:**

- Recipient of the Forte Foundation Fellowship Award for Women MBAs
- Recipient of the MIT Sloan School of Management Dean's Fellowship

### **Activities:**

- **MIT Energy Club:** Managing Director of the biggest student run conference in the United States - Annual MIT Energy Conference (implemented the first women in energy networking event since the inception of the conference eleven years ago; designed energy project competitions for energy start-ups and technologies, and implementation of career fair during the conference); recruited and managed an outstanding team of directors and broader organizing team of over 100 people and the entire conference comprising of over 1000 attendees including keynotes and high-level speakers across the energy value chain.
- Mentor, MIT Undergraduate Women Mentorship Program

**HARVARD UNIVERSITY, JOHN F. KENNEDY SCHOOL OF GOVERNMENT**  
**Master of Public Administration, MPA**  
**Track: International and Governmental Affairs**  
**Edward S. Mason Fellow**

**2012**  
**Cambridge, MA**

### **Scholarships:**

- Recipient of Harvard Kennedy School Scholarship
- Selected participant in Leadership Development Workshops / Seminars
- Student member, 2012 Carr Center Faculty Search, International and Global Affairs
- Member of Harvard Kennedy School of Government Admissions Committee

**BOSTON UNIVERSITY SCHOOL OF PUBLIC HEALTH**  
**Master of Public Health, MPH**

**2005**  
**Boston, MA**

### **Scholarships:**

- Recipient of International Health Scholarship
- Member, Dean's committee on racial, ethnic, and gender diversity
- Thesis / Concentration Paper: HIV/AIDs Intervention Amongst ECOMOG Military
- Recipient of the 2009 Distinguished Alumni Award

**UNIVERSITY OF NIGERIA, NSUKKA. NIGERIA**

**Bachelor of Science in Zoology (Human parasitology), BSc.**

**EN, Nigeria**

- Thesis Project: Ecto & Gastro-intestinal Parasites of the Pigeon
- Vice President – Faculty of Biological Science Students Association

## RESEARCH INTERESTS

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**Digital Platform Competition, Ecosystems and Industry Evolution, Interdependencies, Sharing Economy, Gig Economy, Resources, Web 3.0, Corporate Strategy, Entrepreneurship.**

## TEACHING EXPERIENCE

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**BARUCH COLLEGE – THE CITY UNIVERSITY OF NEW YORK (CUNY)**

**Lectureship**

**Summer 2009**

**New York, NY**

“Public Sector Reform in Developing Countries” 2009 Summer Executive Program on Comparative Public Administration.

## CONFERENCE PRESENTATIONS

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**Seoul, South Korea: Speaker, 2014 Pacific Energy Summit** “Charting the Course to a Cleaner and Secure Energy Future,” organized by the National Bureau of Asian Research (NBR), Washington DC.

**Daegu, South Korea: Presenter, 22<sup>nd</sup> World Energy Congress** *Securing Tomorrow’s Energy Today*. 2013

**Elsah, IL: Keynote Speaker – 12<sup>th</sup> Annual Pan African Conference** *Institutional Reform in Africa: The Role of Youth in a Changing Continent*.” 2011

**Malmö, Sweden: Keynote Speaker, Road to Copenhagen Conference** “Sustaining People and the Planet: A fair Deal in Copenhagen” Working Group on Climate Justice. 2009

**Rimini, Italy: Presenter, 35<sup>th</sup> Pio Manzu International Conference:** *Nomad Power. Values, Illusions, Aspirations of Errant Youth, Workshop 1 - “Liquid youth: individual insecurity, global insecurity.”* 2009

**Washington DC: Regular presenter, Civil Society Forum at the World Bank / International Monetary Fund Spring & Annual General Meetings** – 2007, 2008, 2009, 2010, 2011 2012, 2013, and 2014.

**United Nations, New York: Presenter, High Level Meeting on** “Africa’s Development Needs: State of Implementation of Various Commitments, Challenges and the Way Forward.” 2008

**Quebec City, Canada: Keynote Speaker, 4<sup>th</sup> World Youth Congress, Regeneration 2008.** 2008

**Dubai, UAE: Presenter, Arab International Women’s Forum:** “Powering the Future, Arab Businesswomen in Modern Economy.” 2007

**Toronto Canada: Presenter, XVI International AIDS Conference (AIDS 2006), “HIV/AIDs Intervention Amongst ECOMOG Military.”** 2006

**Washington DC: Presenter, 132<sup>nd</sup> Annual General meeting of the American Public Health Association, Rape as a Weapon of War: The Sierra Leone Experience.”** 2004.

**United Nations, New York: Speaker, International Indigenous Women’s Forum – bringing Indigenous Perspective to the International Arena.** 2005.

**Chicago, IL: Presenter, Physicians for Human Rights (PHR) Students Conference, “The Power of the Health Professional Voice: Human Rights at Home and Abroad.”** 2004.

**Banjul, The Gambia: Presenter, Forum on the Participation of civil society groups at the 32<sup>nd</sup> Ordinary Session of the African Commission on Human and Peoples’ Rights and the 6<sup>th</sup> African Human Rights Book Fair.** 2002.

## SELECTED RESEARCH

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Articles:

- Pan African Youth Leadership Forum I – “Democracy in Africa: Renewing the Vision,” <http://www.pambazuka.org/en/category/comment/43969>.

- Pan African Youth Leadership Forum II – “New Generation of Leaders: Young People Making Change in Africa”  
<http://www.pambazuka.org/en/category/courses/50272>
- “Women and Health: A Critical Area of Concern,” *Gender Issues Newsletter*. p29, 2003

#### Unpublished Papers:

- Energy Security and Regional Integration in Africa: Challenges and Opportunities for Economic Growth 2013
- Report of proceedings from the Capacity Building Workshop for Darfur NGOs on Human Rights and Democracy in Africa – in Progress
- Graduate Thesis/ Concentration Paper - “HIV Testing and Intervention Among the Economic Community of West Africa States Monitoring Group (ECOMOG) Military: Focus on Nigeria,” (2005)
- “Health Sector Reform in Post Conflict Settings,” 2004
- “Rebuilding Human Resources for Health in Post-Conflict Sierra Leone,” 2004
- “Violence Against Women in Conflict and Post Conflict Settings: The Sierra Leone Experience,” 2004

#### Publications:

- “Domestic Violence: Zero Tolerance,” A Report on Nigerian Men Against Domestic Violence, 2003

### **PROFESSIONAL EXPERIENCE**

#### **INDEPENDENT CONSULTANT/SERIAL ENTREPRENEUR**

**2019 - Present**

#### **COMMUNITY DEVELOPMENT CORPORATION OF LONG ISLAND**

**2019 - 2021**

#### **Vice President of Marketing and Development (C-level)**

**Long Island, New York**

- Managed organization’s 20m+ grants portfolio
- Developed annual comprehensive development plan with targeted goals, objectives, methods, quantifiable outcomes, and timelines.
- Secured general operating and capacity building grants.
- Developed and monitored realistic annual fund budget with realistic revenue and expense projections.
- Investigated potential program partnerships and strategic alliances to extend organization's brand.
- Grant applications and grant management.
- Collaborated with all departments and staff to review program services to obtain information for reporting, comply with donor expectations and be aware of programmatic needs for funding to fill gaps or unmet needs of clients.
- Developed and executed a comprehensive marketing plan that includes events, media relations, press releases, social networking, Annual Report, website, newsletters, and branding.
- Managed and promoted annual events including the Annual Luncheon.
- Managed the production and distribution of quality ancillary materials that support development and marketing goals.
- Cultivated new relationships with external organizations, corporate, foundation and business representatives via presentations, tours and volunteerism.
- Managed and supervised Marketing and Development staff
- Member of CDCLI’s Executive Management Group (EMG), and attend all Board of Directors Meetings

#### **ALCHEMY FINANCE INC. (Fintech Startup)**

**2019 -2019**

#### **Chief Marketing Officer (C-level)**

**New York, NY**

- Created business plan incorporating go-to-market strategy, business & financial model, risk model, and competitive analysis.
- Oversee the planning, development and execution of marketing and advertising initiatives.
- Create a clear marketing strategy including the company’s mid-to-long-term strategic and annual business plans.
- Streamline marketing processes to generate revenue, increase sales, and cost savings across the department.

- Oversee market research, pricing, product marketing, marketing communications, marketing campaigns, advertising, and public relations.
- Oversee market segmentation, customer acquisition – small and medium sized businesses.
- Identify and liaise with customers and strategic partners.
- Assess new technology and industry updates and seek new delivery channels for messaging.
- Sales management, new business development, product development, distribution channel management, and customer service
- Oversee loyalty program, CRM activities, and update marketing and sales software.
- Create Key Performance Indicators for marketing activities across multiple work units.
- Adjust business plan as market changes.
- Manage a team of consultants, staff, volunteers, and interns.

**AMERICAN INSTITUTE OF CHEMICAL ENGINEERS AIChE**  
**Consultant**

**2018 - 2018**  
**New York, NY**

- Created and executed marketing campaigns (traditional, content, and digital) including email communications, articles, presentations, blogs, website copy, newsletters, magazines, media alerts, social media posts, and promotional collateral.
- Performed market and data analytics, researched new partnership opportunities, and maintained project tracking spreadsheets and calendars.
- Monitor, execute, and participate in social media strategies.
- Liaison - clients and strategic partners

**HEMISPHERE FRONTIERS CONSULTING LLC**  
**Part-time Consultant**

**2013 - 2019**  
**New York, NY**

- Business development, project management and negotiating contracts in Fintech, and extractive industry in emerging and frontier markets.
- In consultation with Venture Capitalists, Private Equity firms and financiers, negotiated energy & infrastructure projects in Cote D'Ivoire, Angola, and Mozambique, South Africa, UAE, South Korea
- Provide consulting services to the government of Angola on infrastructure development, investment partnerships and finance.
- Compiled and analyzed data for energy outlook and forecasting for publications.
- Managed government / client relations, sustainable development investments and infrastructure finance across the energy value chain in frontier markets
- Initiated the first ever "World Energy Security Forum" focusing on Africa energy markets, investment and financing energy projects and infrastructure development. The forum provides tangible insights into current energy trends and creates opportunities for networking and dialogue with industry experts, investors, and financiers. Trademarked World Energy Security Forum.
- Provided advisory to start-ups on business and entrepreneurial finance, marketing campaigns, go-to-market strategy, and helped create new revenue streams and lines of businesses for Startups and small businesses.
- Offer advisory on reputational risk to energy companies and partners in frontier markets.
- Provided high management training (effective business models, simulations, corporate and business strategy) to Startups, Companies and government Agencies and Institutions
- Provide Advisory to investors, lenders, and governments.

**FRIENDS OF AFRICA INTERNATIONAL INC. (FAI)**  
**Founder / Part-Time**

**2005 - 2018**  
**New York, NY**

- Managed health and development projects, including capacity building programs in collaboration with partners in over 20 countries across the globe.
- Set up donor management and tracking systems, grants and individual giving portfolio, and investment based corporate philanthropy.
- Designed sponsorship packages, maintained private sector relationships, and worked with funding agencies and high net worth individuals for fundraising purposes.
- Manage the World Economic Forum on Africa / World Bank / IMF relations.

- In 2010, in collaboration with the World Bank and other Civil Society groups, campaigned for a three-year IDA 16 replenishment and helped raise US \$49.3 Billion funding package for infrastructure development, education, health services, etc. for developing and emerging economies.
- Designed and established the Youth Development Projects - Annual Pan African Youth Leadership Forum which creates space for African youth to engage in dialogue on development and democracy issues and present recommendations to African Leadership at the sessions of the African Union Summit. This annual youth program created the African Renewal Corps project which engages young Africans in election monitoring and peace processes, community development projects, global issues, and youth innovation and entrepreneurship. The program has trained over 1000 young Africans who had gone back to their respective countries and communities and trained others on same concept.

**INTERNATIONAL LEAGUE FOR HUMAN RIGHTS**  
**Africa Program Researcher / Advisor**

**2005 - 2013**  
**New York, NY**

- Managed the Voice of Youth project (Sierra Leone) which utilized media to bring the issues impacting upon young citizens to the national dialogue. The project has trained over 80 aspiring young journalists.
- Designed and implemented the UNDP-funded project “Enhancing Capacity for Women’s Human Rights,” which established the first mobile legal aid clinics for rural women in Northern and Eastern Nigeria.
- Analyzed information on human rights developments from a wide variety of sources such as the local and international media, NGOs, and Foreign Service officers covering Africa, Eastern Europe, Central Asia, and the Caucuses
- Prepared written submissions on The League’s human rights and emergency rescue programs to international bodies like the United Nations, and United States Department of State.
- Managed 5 consultants, 10 graduate interns and volunteers, recommended high net-worth board members and advisory councils.
- Served as staff liaison to board committees (Program development/strategy) to design and implement five-year strategic plan.
- Responsible for foundation/governmental funding and significantly increased overall program support from 20% - 45%

**LANGUAGE PROFICIENCY**

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English (native); French & Arabic (basic); Igbo, Hausa, Yoruba (proficient)

**DATA MANAGEMENT & SOFTWARE**

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Qualtrics, R, STATA, Python, Tableau, Formassembly (Form Builder).

**COMPUTER SKILLS**

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Enterprise Systems, Graphics, Web (Content Management Systems), MS Office (Word, Excel, Outlook, PowerPoint, OneNote, Access), Google Drive (Docs, Sheets, Slides, Forms)