**HUZEFA KASSAMALI**

Malindi-Mombasa road, P.O Box 685 Malindi

Telephone: 0716222170

Email: [huzefa.kassamali@gmail.com](mailto:huzefa.kassamali@gmail.com)

Nationality: Kenyan

**PERSONAL PROFILE**

*Over 10 years experience in leading roles in the agro processing industry with vast expertise in the coconut sector particularly processing oils from copra( dried coconut) for cosmetic use and food grade virgin coconut oil made from fresh coconuts. This also includes expertise in a range of edible and non-edible seed oils. Malindi Industries is one of the oldest producers of copra oil and a pioneer in top quality cold pressed virgin coconut oil in Kenya after years of perfecting our techniques.*

**WORK EXPERIENCE**

**General Manager Malindi Industries Ltd June 2013-Present**

* Added value to our copra oil (SHELA) that we had been doing in bulk for many years by developing good packaging and improving quality for sale from wholesale shops to gaining shelf space in supermarkets countrywide in a premium packaging in a range of sizes.
* Started the COCOPURE brand in 2015 with one product, the virgin coconut in 250ml now doing in it 7 different sizes from 120ml upto 1litre and 7 other unique products supplying to more than 100 stockists countrywide.
* Helped the company diversify from over reliance on one product, cotton seed oil which had been declining from the early 2000s due to lack of raw material and stiff competition from imports to producing 7 unique types of agro processed oils namely VCO, neem oil, moringa oil, sesame oil and baobab oil.
* Ventured for the first time to producing superfoods, moringa powder that is derived from our plantation in-house to maintain quality and baobab powder.
* Ensured all our raw materials are sourced locally from the farming communities in kilifi and the surrounding counties hence adding value and utilising the farm produce that would otherwise go to waste.

**Operations Manager Malindi Industries Ltd June 2010 - August 2012**

* Carried out aggressive marketing campaigns to promote the company water brand, Galana water establishing it as a premium high value product in the market.
* Ventured into a new market, the hospitality sector including hotels by visiting the management personally leading to strong collaborations hence providing quality product and excellent customer service.
* Improved the packaging and branding of products to add more value, leading to increased sales.
* Used problem solving skills to introduce a new method of bottling and production, increasing productivity by 30% and improving quality.

**SKILLS**

Manufacturing Business Strategy Project Management Quality assurance Management

Business Development Leadership Research & Development Marketing sales

**Field Operations Google UK Oct 2012­­-May 2013**

Google maps, indoor maps project

* Travelling in diverse teams to high profile international locations such as museums, hotels, shopping centres and airports within short notice on deadline driven assignments.
* Worked up to 70 hours per week, working with partners, engineers and operations managers to enhance Google’s mapping product.
* Briefed site managers on team operations and requirements of the team in order to facilitate accuracy, security, and timeliness of team during ongoing operations.

**Sales Executive (CAD trained) Homebase Ltd (U.K) August 2006- March 2010**

* Developed excellent customer service and communication skills by aiding customers in designing and selecting high value products such as bathrooms, kitchens, furniture and financial products.
* Responsible for running the showroom during some shifts which required dealing with challenging customers.

**RELEVANT EDUCATION**

**BSc (Hons) Automotive Engineering with Management Degree class: 2.1**

University of Hertfordshire (U.K) 2006 -2010

Subjects: Project management & Product development, management & Finance, Reliability Engineering, Engineering maths, Quality Engineering, Engineering Design, Auto Body Engineering.

**Computing skills**

* Working knowledge of various Google applications including Android platform
* Good working knowledge of Ms Word, Excel, PowerPoint, Outlook and Project.
* Accounting software QuickBooks

**Languages**

English, Kiswahili, Gujarati, Hindi.

**OTHER EDUCATION**

G.C.E A-Levels Copland Community School, London, U.K

Maths, Physics, Business Studies, and General studies 240 UCA**S** points

G.C.E O-levels Aga Khan Academy, Mombasa, Kenya

Chemistry – A, Biology – A, Geography- A, Physics – B, Economics – B, Maths – C, English – C

**Awards**

* Achieved 2 Gold, 2 Silvers and 2 Bronze in the president’s awards scheme. Group leader in some of the expeditions
* Games maker in the London 2012 Olympics.