



**MENTEE**

**Gudissa Azeb Assefa**

Managing Director, Yiblu Foods



Ethiopia

Azeb Assefa has over 18 years of professional experience in the field of Marketing. She is a marketing professional and a graduate from Addis Ababa University in Marketing Management fields. She obtained MA-Marketing Management Education (AAU), BSc. Business Education-Marketing and Sales Management (AAU), Higher Diploma in Teaching Methods (AAU) and Diploma in Secretarial Science and Office Management from Commercial College. Currently working as a trainer, Business Development Advisor, ISO 20700 International Certified Management Consultant, and member at CMC Global Institute (Council of Management Consultants).

She was also a founding member and Gen. Secretary of Ethiopian Marketing Professionals Association. She has over 6 years experience as academician, Marketing and Sales Management courses. Apart from involving in the educational sector, by co-founding a marketing service provider firm; Axis Marketing Services PLC, Azeb is currently engaged as a Managing Director. She has been delivering professional marketing-based supports services like strategic marketing management, market competitiveness, profit growth, branding, communication, promotion, customer satisfaction, market expansion strategies and marketing and entrepreneurial training for companies and various programs in Ethiopia. In addition, she has also proven entrepreneurial achievement by leading a nutritional food processing company 'Yiblu Foods' founded by her in 2012, which is now grown to investment capacity and under constructing its factory. Azeb was nominated by GIZ Green Innovation Slam 2018 Winner of Food and Nutrition.

**Yiblu Foods**

Yiblu Foods is a nutritional food and spices production company operating since 2012 in Ethiopia. The company is now on expansion to produce more nutritionally fortified food blends mainly focused on upgrading traditional staple foods.



**MENTOR**

**Yaa Kusi Binka**

CEO,  
Pepper Delight Ghana