



FACT SHEET:

THE PRESIDENT'S ADVISORY COUNCIL ON DOING BUSINESS IN AFRICA

Through the Doing Business in Africa (DBIA) campaign which is led by the U.S. Department of Commerce, the U.S. government is strengthening its commercial relationship with the African continent, home to some of the world's fastest growing economies. With a 5.4 percent growth rate predicted for 2014, Africa is outpacing global growth. U.S. goods and services exports to Africa reached a record high of \$50.2 billion in 2013, up 40 percent since 2009. These exports supported approximately 250,000 U.S. jobs.

As part of his commitment to deepen engagement between the United States and Africa, President Obama signed an Executive Order (E.O.) to promote broad-based economic growth in the United States and Africa by encouraging U.S. companies to trade with and invest in Africa.

The E.O. directed the Secretary of Commerce to establish the President's Advisory Council on Doing Business in Africa. The Advisory Council will advise the President, through the Secretary of Commerce, on strengthening commercial engagement between the United States and Africa, with a focus on advancing the President's Doing Business in Africa Campaign as described in the U.S. Strategy Toward Sub-Saharan Africa of June 14, 2012.

On Wednesday, November 5, 2014, Secretary of Commerce Penny Pritzker announced the appointment of 15 private sector leaders to the Advisory Council. The members represent businesses of all sizes, and a broad range of industry sectors.

The diverse appointees of the President's Advisory Council on Doing Business in Africa are:

- Walé Adeosun – Founder and Chief Investment Officer, Kuramo Capital Management
- Dominic Barton – Global Managing Director, McKinsey & Company
- J.P. Bilbrey – President and CEO, The Hershey Company
- Shelley Broader – President and CEO, Walmart EMEA
- Teresa Clarke – Chairman and CEO, Africa.com
- Melissa Cook – Founder and Managing Director, African Sunrise Partners
- Karen Daniel – Chief Financial Officer, Board Member, and Leader of Africa Growth Initiative, Black & Veatch
- Peter Grauer – Chairman, Bloomberg LP
- Jay Ireland – President and CEO, GE Africa
- Kevon Makell – President and CEO, SEWW Energy
- Edward Mathias – Managing Director, Carlyle Group
- Martin Richenhagen – Chairman, President, and CEO, AGCO
- David Storch – Chairman and CEO, AAR Corporation
- Dow Wilson – President and CEO, Varian Medical Systems
- Rahama Wright – Founder and Chief Executive Officer, Shea Yeleen

International Trade Administration

The International Trade Administration (ITA) is the premier resource for American companies competing in the global marketplace. ITA has 2,100 employees assisting U.S. exporters in more than 100 U.S. cities and 75 countries worldwide. For more information on ITA visit www.trade.gov.

The Advisory Council will provide information, analysis, and recommendations on the priority areas related to:

- creating jobs in the United States and Africa through trade and investment;
- developing strategies by which the U.S. private sector can identify and take advantage of trade and investment opportunities in Africa;
- building lasting commercial partnerships between the U.S. and African private sectors;
- facilitating U.S. business participation in Africa's infrastructure development;
- contributing to the growth and improvement of Africa's agricultural sector by encouraging partnerships between U.S. and African companies to bring innovative agricultural technologies to Africa;
- making available to the U.S. private sector an accurate understanding of the opportunities presented for increasing trade with and investment in Africa;
- developing and strengthening partnerships and other mechanisms to increase U.S. public and private sector financing of trade with and investment in Africa;
- analyzing the effect of policies in the United States and Africa on U.S. trade and investment interests in Africa;
- identifying other means to expand commercial ties between the United States and Africa; and,
- building the capacity of Africa's young entrepreneurs to develop trade and investment ties with U.S. partners.

For more information, please visit www.trade.gov/pac-dbia

PRESIDENT'S ADVISORY COUNCIL ON DOING BUSINESS IN AFRICA MEMBER BIOGRAPHIES

Walé Adeosun, Member, President's Advisory Council on Doing Business in Africa

Walé Adeosun, CFA is the Founder and Chief Investment Officer of Kuramo Capital Management, LLC. Kuramo Capital Management is a New York-based firm that provides U.S. endowments, foundations and pension plans access to the tremendous sub-Saharan Africa growth opportunity through the \$300 million targeted Kuramo Africa Opportunity. Walé is the Chair of the \$180 billion New York State Common Retirement Fund's Investment Advisory Committee and he is a member of the Sub-Saharan Africa Committee of the Export-Import Bank of the United States Board. Prior to founding Kuramo Capital, he was the Treasurer and Chief Investment Officer at Rensselaer Polytechnic Institute. Prior to Rensselaer, Walé was a Managing Director at the John D. and Catherine T. MacArthur Foundation in Chicago. He also served on the Africa Task Force Committee that guided MacArthur's Africa program and the Nigerian office. Prior to MacArthur, Walé was a member of the Treasury group at Inland Steel Industries (ArcelorMittal, USA).

Dominic Barton, Member, President's Advisory Council on Doing Business in Africa

Dominic Barton is the global managing director of McKinsey. Since joining the firm in 1986, Dominic has advised clients in a range of industries, including banking, consumer goods, high tech, and industrial. Dominic also leads McKinsey's work on the future of capitalism, long-term value creation, and the role of business leadership in society. In 2011–12, he co-led a task force on inclusive capitalism sponsored by the Henry Jackson Society, a London-based think tank, which developed new approaches for engaging and scaling business actions to address issues that create both social and economic value. Before becoming global managing director, Dominic served as McKinsey's chairman in Asia from 2004–09, based in Shanghai, and led McKinsey's office in Korea from 2000–04.

J.P. Bilbrey, Member, President's Advisory Council on Doing Business in Africa

J.P. Bilbrey is President and Chief Executive Officer for The Hershey Company, the largest producer of quality chocolate in North America and a global leader in chocolate and sugar confectionery. Bilbrey has more than 30 years of consumer packaged goods experience and has been instrumental in the growth of some of the world's largest and best-known brands. He has broad international experience, working in more than 50 countries around the world. During his tenure at Hershey, Bilbrey has led the North America business, the International business and served as Chief Operating Officer. Bilbrey joined Hershey in 2003, following senior leadership positions at Mission Foods, Danone Waters of North America and Procter & Gamble. Bilbrey graduated from Kansas State University. He serves on the Kansas State University Business Advisory Council, and on the Board of Directors of McCormick & Company, The Hershey Company, Enactus, and the Grocery Manufacturers Association. He is a U.S. private sector member of the Obama Administration's U.S.-Brazil CEO Forum.

Shelley Broader, Member, President’s Advisory Council on Doing Business in Africa

Shelley Broader was appointed President and Chief Executive Officer of Walmart’s EMEA region in May 2014. Previously, Shelley was President and Chief Executive Officer of Walmart Canada, Chief Merchandising Officer for Walmart Canada, and Senior Vice President with Sam’s Club. Shelley joined Walmart in 2010 following more than 20 years of leadership experience across the North American retail industry. Prior to Walmart, Shelley was President and Chief Operating Officer of Michael’s, the world’s largest retailer of arts and crafts and was responsible for the chain’s 1,000 U.S. and Canadian stores. Before joining Michael’s, Shelley was with Belgium-based Delhaize Group where, under the Hannaford banner, she held a broad range of leadership roles across the company’s operations, merchandising, distribution, strategy and marketing divisions. She was promoted to President and Chief Executive Officer of the company's Kash n' Karry chain, and then to President and Chief Executive Officer of the Sweetbay Supermarkets division. Shelley began her career in the investment banking sector advising clients in the U.S. supermarket industry.

Teresa H. Clarke, Member, President’s Advisory Council on Doing Business in Africa

Teresa Clakre is the Chairman, CEO and Executive Editor of Africa.com LLC. She founded the company in 2010 after resigning from her position as a managing director in the investment banking division of Goldman Sachs & Co. Africa.com is the fastest growing Africa-related website, with about five million page views per month from visitors in over 200 countries throughout the world. At Goldman Sachs & Co, Ms. Clarke led mergers and acquisitions and corporate finance transactions for Fortune 500 companies in the U.S. and in Europe. She also led the Goldman Sachs Africa-Aspen Program, a leadership development project for emerging public- and private-sector African leaders developed in cooperation with the Aspen Institute. Ms. Clarke lived in South Africa from 1995-2000 during which time she taught corporate finance in the MBA program at Wits Business School and served on the investment committee of a private equity fund that invested in the Southern Africa region. She serves on the boards of the Student Sponsorship Programme South Africa, Southern Africa Legal Services (Legal Resource Centre), the Tony Elumelu Foundation, the Opportunity Agenda, and is an emeriti board member of the Harvard Business School Alumni Association.

Melissa Cook, Member, President’s Advisory Council on Doing Business in Africa

Melissa T. Cook, CFA is the Founder and Managing Director of African Sunrise Partners LLC. ASP produces market intelligence and research reports for institutional investors and corporate executives. ASP also offers corporate advisory services and matchmaking. Ms. Cook has over 25 years of global research experience—including a front-row seat watching the emergence of new economies in Eastern Europe and China. She covered entertainment, broadcasting, housing, capital goods, and consumer companies as an equity analyst at Drexel Burnham, Prudential Securities and CLSA/Crédit Agricole. At CLSA, Ms. Cook was the Head of AsiaUSA Strategy, where she analyzed the impact of China’s rise on multinational companies and global markets, as well as China’s strategy for developing new markets. She was Head of Global Research at Lazard Asset Management.

Karen Daniel, Member, President’s Advisory Council on Doing Business in Africa

Karen Daniel is a Member of the Black & Veatch Board of Directors, President Finance Division, Chief Financial Officer and leader of the Company’s Africa Growth Initiative. In addition Ms. Daniel is president of iMG, a wholly-owned subsidiary providing asset management services to water and energy clients. Ms. Daniel has been Black & Veatch’s CFO since 1999 and a member of the Board since 2006. She joined Black & Veatch in 1992 with the internal audit group. Previously, she spent 11 years with the certified public accounting firm of Peat Marwick (later KPMG), rising to Senior Audit Manager. She also serves as a board member for Snap-on Incorporated. Ms. Daniel graduated from Northwest Missouri State University and received her master’s degree in accounting from the University of Missouri-Kansas City.

Peter Grauer, Member, President’s Advisory Council on Doing Business in Africa

Peter T. Grauer is Chairman of Bloomberg Inc., the parent company of Bloomberg, LP, the global financial media company that was founded in 1982. He has been a member of the Bloomberg Board since October 1996 and was named Chairman of the Board in March 2001 succeeding Michael R. Bloomberg. Mr. Grauer joined Bloomberg full time as Chairman, President and CEO in March 2002. Prior to this, he was a Managing Director of Donaldson, Lufkin & Jenrette from 1992 to 2000 when DLJ was acquired by Credit Suisse First Boston. He served as a Managing Director and Senior Partner of CSFB Private Equity until March 2002. Mr. Grauer is a founder of DLJ Merchant Banking Partners and DLJ Investment Partners. Mr. Grauer graduated from the University of North Carolina in 1968 and the Harvard University Graduate School of Business, Program for Management Development in 1975. Mr. Grauer serves as lead director of Davita Health Care Partners, Inc., a healthcare services company based in Colorado. He is a member of the Business Council, the International Business Council of the World Economic Forum and serves on its Media, Entertainment and Information Industry Board of Governors. He is also founding Chairman of the Community of Chairmen at the World Economic Forum. Mr. Grauer is also an Independent Non-Executive Director of Glencore Xstrata PLC and a member of the McKinsey Advisory Council.

Jay Ireland, Member, President’s Advisory Council on Doing Business in Africa

Jay Ireland is the President and CEO of GE Africa (appointed in 2011) located in Nairobi, Kenya where he leads GE’s operations on the sub-continent across power generation, healthcare, transportation, oil & gas and aviation. He is a GE Officer and a member of GE’s Corporate Executive Council. Prior to this appointment, Ireland led GE Asset Management (GEAM), a global investment firm with about US\$120 billion in assets under management. Before heading GEAM, Ireland was President of NBC Universal Television Stations and Network Operations where he had overall executive responsibility for NBC Universal’s 10 television stations, the Telemundo network and its 16 Spanish language television stations. Before joining NBC in 1999, he had been the CFO of GE Plastics. Ireland started his career with General Electric in 1980 in its Financial Management Program after 3 years as a US Army Officer. Jay Ireland serves as Vice Chair on the Board of Directors of the Corporate Council on Africa (CCA). He is a member of the Private Investors for Africa (PIA) and the World Economic Forum Business Working Group for regional projects in Africa. Jay Ireland is also a member of the board of the Damon Runyon Cancer Research Foundation and a Trustee of St. Lawrence University where he received a Bachelor of Arts Degree in 1977.

Kevon Makell, Member, President’s Advisory Council on Doing Business in Africa

Kevon Makell is the founder and Chief Executive Officer at SEWW Energy Inc., where he leads the company’s operations to develop and deliver sustainable, smart macro and micro-grid solutions globally. Mr. Makell has over 30 years of experience in the energy industry, the majority with FirstEnergy, a Fortune 500 utility company. Prior to starting SEWW Energy, he was the Vice President & General Manager at PureENERGY Renewables Ltd, a sustainable energy technology company featuring hybrid renewable energy solutions for island nations. It was through Mr. Makell’s personal experience living on the island of Bermuda that the vision for SEWW Energy was born. Island nations have been the most significantly impacted by global climate change and severe weather conditions, resulting in energy reliability issues. Kevon leveraged his experience in renewable energy, energy efficiency, energy consulting, energy services and electric utility to build a smart micro-grid islanded solution to power his own home and provide energy security for him and his family, which led to his developing solutions for populations that suffer from energy access challenges. He earned his Bachelor of Science degree in Business Management with an emphasis in engineering from Bucknell University in Lewisburg, PA.

Edward Mathias, Member, President’s Advisory Council on Doing Business in Africa

Edward J. Mathias is a Managing Director of The Carlyle Group and a member of The Firm's Board of Directors. Prior to joining Carlyle in January 1994, Mr. Mathias was a member of the Management Committee and Board of Directors of T. Rowe Price Associates, Inc., a major investment management organization. He was instrumental in the founding of The Carlyle Group and assisted in raising the firm's initial capital. Mr. Mathias serves as an advisor to senior management and is a member of the Investment Committees for Carlyle Growth, Asia Growth, European Technology, Middle East Northern Africa (MENA), Mexico Buyout, and Sub-Saharan Africa Funds. Mr. Mathias holds an M.B.A. from the Harvard Business School and an undergraduate degree from the University of Pennsylvania where he currently serves as a Trustee Emeritus.

Martin Richenhagen, Member, President’s Advisory Council on Doing Business in Africa

Martin H. Richenhagen was selected by the Board of Directors in March 2004 as President and Chief Executive Officer of AGCO Corporation. He was appointed to Chairman of the Board on August 15, 2006, and continues to serve on the Executive Committee and the Succession Planning Committee. Previously, Mr. Richenhagen was the Executive Vice President at Forbo International SA, a manufacturing firm, headquartered in Switzerland. He also served as Group President for CLAAS KgaA mbH, a Germany-based global manufacturer of agricultural equipment. Prior to 1995, Mr. Richenhagen was the Senior Executive Vice President of Field Operations for Schindler Holding GmbH in Germany. From 2006 through its sale to Freeport-McMoRan Copper & Gold Inc., Richenhagen served as a Board member for the Phelps Dodge Corporation on the Audit, Finance and Corporate Governance Committees. He is currently a Board member for PPG Industries, a leading coatings and specialty products and services company, where he is also sitting on the Audit and Technology & Environment Committees. Mr. Richenhagen is a member of the Board of Directors of the U.S. Chamber of Commerce. He has served as Chairman of the Board of the Association of Equipment Manufacturers (AEM) and is a Life Honorary Director of AEM. In December 2008, Richenhagen was appointed Honorary Professor to the faculty of agricultural machinery at the TU Dresden, Dresden University of Technology.

David Storch, Member, President’s Advisory Council on Doing Business in Africa

David P. Storch is Chairman and Chief Executive Officer of AAR CORP. Mr. Storch joined AAR in 1979 with responsibility for developing the Company’s aircraft engine business. In 1987, Mr. Storch was named President of the AAR Trading Group. He became President and Chief Operating Officer in 1989 and in 1996 he assumed the additional role of Chief Executive Officer, the second since the Company was incorporated in 1955. Mr. Storch was named to the additional post of Chairman of AAR CORP. Mr. Storch serves on the boards of publicly held companies, Kemper Corporation and KapStone Paper and Packaging Corporation. He also serves on the boards of Smithsonian National Air & Space Museum, The United States Navy Memorial Foundation, and World Business Chicago. He is currently a member of the Commercial Club of Chicago and the Economic Club of Chicago. Mr. Storch holds a Bachelor of Arts Degree from Ithaca College.

Dow Wilson, Member, President’s Advisory Council on Doing Business in Africa

Dow R. Wilson is president and chief executive officer of Varian Medical Systems and a member of the company's Board of Directors. Mr. Wilson has held key executive positions since joining Varian in 2005. Prior to being appointed CEO, he served as executive vice president and chief operating officer and president of Varian’s Oncology Systems business. Mr. Wilson joined Varian following a 19-year career with General Electric, in a variety of senior management positions. Most recently, he served as CEO for GE Healthcare-Information Technologies. Prior to that, he was general manager for a number of businesses, including the X-Ray, Functional Imaging, Computed Tomography (CT), and Positron Emission Tomography businesses. A graduate of Brigham Young University, Wilson also holds an MBA from the Amos Tuck School of Business at Dartmouth.

Rahama Wright, Member, President’s Advisory Council on Doing Business in Africa

Rahama Wright was introduced to shea butter production in 2002 when she worked as an intern for the Department of State at the American Embassy in Ouagadougou, Burkina Faso. She went on to serve as a Peace Corps volunteer in Mali, where she helped to create the first shea butter cooperative in her village. In 2005, Rahama launched Shea Yeleen International, a 501(c)(3) organization that helps women in West Africa organize cooperatives and provides training on quality assurance and micro enterprise development. In 2012, she created Shea Yeleen Health and Beauty, LLC, a for-profit sister organization. The vision for the enterprise is to change the shea butter supply chain so that women shea butter producers can be fairly compensated for their labor. Rahama has spoken on the issues of African women’s economic and business development at various events including the Department of State Speakers Program, Goldman Sachs Entrepreneurship Bootcamp, the Secretary of State Global Diaspora Forum, and the Congressional Black Caucus Conference. In 2008, the White House Project and O, Oprah Magazine selected Rahama as a national leader. Rahama received her degree in International Relations from the State University of New York at Geneseo.