

# South-South Series: Empowering and Growing Women-led Business



## UN Women-COLEAD South-South Series: Empowering and Growing Women-led Business

Session n°2 :  
Empowering women entrepreneurs: Strategies for effective marketing and branding

Wednesday 19 February 2025 – 14:00-16:00 UTC

### BIODATA OF PANELISTS

#### Chigozie Bashua – Founder, The Nut Place, Nigeria

Founder and CEO of [The Nut Place](#), a sustainable food technology company that makes gluten-free food products from edible nuts. The Nut Place improves nutrition and promotes healthy living in Africa and reduces post-harvest wastage and food losses within the agri-processing value chain. Her social impact programs include the provision of discounted healthy food products for diabetic patients, improving gender equality by running an 80 percent women-led company, and increasing the number of women suppliers and vendors. A proud alumna of prestigious programs like the Tony Elumelu Foundation, African Entrepreneurship Cooperative (AWEC), Vital Voices Grow Fellowship and the Google Hustle Academy, Chigozie brings a wealth of entrepreneurial insight and mentorship to startups. She guided over 50 businesses in crafting strategic plans, marketing and branding strategies, empowering them to scale and succeed. Her products include healthy nut flour, nut snacks, and crisps, ready-to-eat roasted nuts, and lactose-free beverages.



#### Isolina Boto – Head of Networks and Alliances, COLEAD

Isolina Boto is the Head of Networks and Alliances at COLEAD, a non-profit association of private sector operators in the agrifood sector active in the European Union (EU), Africa, the Caribbean and the Pacific (ACP) regions. Isolina has more than 25 years of experience in agricultural development. She started her career with the European Commission and has also worked with various ACP embassies and NGOs in areas related to food security, rural development and trade. Before joining COLEAD, she was the Manager of the Technical Centre for Agricultural and Rural Cooperation ACP-EU (CTA) Brussels Office (2004-2020) implementing policy initiatives related to the ACP-EU cooperation in the field of the agrifood sector. She has led agribusiness projects in support of capacity development of small and medium enterprises (SMEs), entrepreneurs and farmers organisations across Africa, the Caribbean and the Pacific and developed agrotourism aimed at linking agriculture and tourism sectors.





## Fatou Titine Cissoko – Founder and Director of Fatou & Kadija, GUINEA

Founder and director of Fatou & Kadija enterprise since 2014, specializing in the drying and production of high-quality fruit and fruit juices, primarily pineapple-based, under the [Jedengui](#) brand. Fatou is a graduate in accounting and management (UNIC and UKAG), she has several years of experience in agri-food processing, investing in production lines, modernization of its infrastructure in accordance with health and safety standards, diversification of the product range and packaging. She has developed branding and marketing strategies that have enhanced the visibility of the products and eased market access at local and international level. Jedengui, a recognized brand, stands as a symbol of quality, sustainability, and African entrepreneurship, bringing the authentic taste of Guinea's finest fruits to consumers everywhere. Fatou has also secured support from I&P and MBM Capital under the I&P Acceleration in the Sahel program.



## Gayle Gollop – Programme Specialist, Private Sector, UN Women MCO Caribbean

Gayle Gollop is an attorney-at-law with over 15 years of experience in the development sector. Before returning to Barbados to serve as Special Advisor on Trade and Legal Affairs at the Caribbean Export Development Agency, she worked with the Pan American Health Organization and the Inter-American Development Bank in Washington, DC. Throughout her career, she has gained extensive experience in supporting the development and competitiveness of the region's private sector. Passionate about the social and economic development of the Caribbean, she remains dedicated to advancing this mission. Gayle currently serves as the Private Sector Specialist for the UN Women Multi-Country Office – Caribbean, overseeing initiatives across 22 countries and territories in the region.



## Jeremy Knops – General Delegate, COLEAD

Jeremy Knops holds a master's degree in business engineering from the Solvay Brussels School of Economics and Management. Prior to joining COLEAD in 2009, he was involved in Guatemala with the daily operations of a farmers' cooperative exporting loquats to the EU and the US. He started to work for COLEAD as an expert in charge of matters related to private standards and certification for ACP producers and exporters of fruit and vegetables. Jeremy is an accredited coach for leadership and professional development. He was appointed as General Delegate of COLEAD in June 2019.

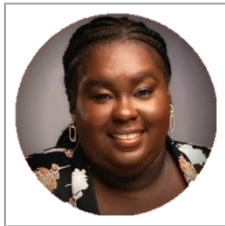


### Rachel Renie, CEO & co-founder, D Market Movers group, Trinidad & Tobago



Co-Founder & Managing Director of D'Market Movers, Rachel has worked since 2009, closely with over 250 farmers and artisans to transform the local food supply chain, using digital platforms to bridge the gap between producers and consumers. Under her leadership, D'Market Movers has pioneered innovative solutions in food distribution, including market-driven insights for farmers and the introduction of a Click & Collect store to adapt to evolving consumer needs. Beyond food logistics, Rachel is the founder of Farm & Function TT, which processes and exports frozen Caribbean fruits, and Market Movers Design, which supports agripreneurs in branding and market development. Recognized as a 2025 Anthony N. Sabga Laureate for Entrepreneurship, she is passionate about sustainability, branding, and leveraging digital strategies to create impactful businesses.

### Felicia Woodside (Bahamas), CEO Mangra Studios, Bahamas



Creative influencer and STEM entrepreneur. As the CEO of [Mangra Studios](#), a brand communications and content marketing firm, Felicia has made a name for herself in the industry by providing services such as web development, marketing, and media production to notable clients such as the Office of the Prime Minister (the Bahamas), Subway (Freeport), and Disney. Felicia graduated from the College of the Bahamas (now the University of the Bahamas) in 2016 with an AA in Law and Criminal Justice, and prior to starting her entrepreneurial journey, she worked as a full-stack developer at an American Bahamian trading firm. In April 2019, Felicia quit her job to start Mangra Studios, and since then, the company has grown to great heights. One of Felicia's proudest accomplishments is the launch of MangraTv, an entertainment video platform showcasing Bahamian culture and creativity through video production, which has reached over 279.7k people and had 414.4k video views as of February 2022. In January 2022, Felicia started a small business initiative called Better at Business, offering free masterclass webinars to entrepreneurs to help them improve their businesses, with their first event having over 300 attendees (live and post-event).



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