

## **WILLIAM P. GUYTON**

[www.linkedin.com/in/williampguyton](http://www.linkedin.com/in/williampguyton)

### **PRESIDENT | EXECUTIVE DIRECTOR | CONSULTANT**

Bill is an internationally recognized leader in global agricultural and food supply development. He currently serves as Executive Director of the Fine Chocolate Industry Association (FCIA) and was the former President and Founder of the World Cocoa Foundation (WCF). Bill has proven leadership success in the global chocolate, cashew, cotton and grains industries and has led development programs in Africa, Southeast Asia, Latin America, and the Middle East.

#### **CORE COMPETENCIES AND CAPABILITIES**

- Global Corporate and Government Alliances
- Technical Expert in Agricultural Markets
- Public and Media Spokesman for Industry
- \$10 million+ in Global Programs Annually
- Fundraising & Donor Development
- Strategic Planning & Visionary Leadership
- Board Management / Governance
- Organizational Startup / Program Implementation
- Government & Interest Group Negotiations
- Extensive Network in Washington, DC

#### **FINE CHOCOLATE INDUSTRY ASSOCIATION (FCIA) | 2018 TO Present**

##### **Executive Director and Strategic Advisor**

\* Provides strategic leadership to FCIA member companies focused on producing superior products made from premium chocolate and natural ingredients.

\* Responsible for implementing a new FCIA strategic plan to strengthen and expand membership services, communications, cocoa sourcing, standards efforts and strategic partnerships.

\* Leads the Heirloom Cacao Preservation (HCP) fund program development committee. HCP is a sister organization to FICA and is the first initiative to identify and map the world of high quality, flavor cacao and certify growers of these endangered trees.

#### **ROGERS MAC JOHN | 2017 TO Present**

##### **Principal**

Serves on a dynamic team with over 20 years of experience, in the areas of sustainability, market research, supply chain, retail, agriculture, and top-tier management consulting to help clients develop the right strategy, find the right partners, and successfully launch your initiative with ongoing support. This mix of C-suite and field experience, in addition to the RogersMacJohn flexible engagement model, is unique in the industry. It allows us to not only help you design impactful initiatives from concept to launch, but to help clients communicate the value proposition to all partners and solve issues in the field as they arise.

## **WORLD COCOA FOUNDATION | Washington, DC | 2000 to 2016**

### **President and Founder**

Founded and grew the WCF industry alliance from 6 founding companies to a globally recognized organization with 115 members representing 85% of the global chocolate industry. Report directly to board of executive leaders from Mars, Hershey's, Nestle, Cargill, and other major confectionery companies.

- Initiated “CocoaAction” strategy resulting in \$400 million investment by 11 large company members to improve productivity and living conditions of 300,000+ farmers in West Africa; assisted in designing a common results framework to measure the impact of this investment.
- Negotiated Memorandums of Understanding between WCF and African government heads to further advance the industry's strategic platform and align our intentions with the national cocoa plans of each country.
- Developed agenda and recruited high profile speakers for 30+ international conferences addressing key issues impacting the cocoa industry. WCF's 27<sup>th</sup> Partnership Meeting and Cocoa Sustainability Trade Fair held in 2015 attracted more than 300 leaders in the global cocoa sustainability community, representing 25 countries.
- Brought 12 Japanese companies into the WCF; leveraged partnerships with the European, U.S., and African governments, as well as key philanthropic donors, such as Bill & Melinda Gates, Walmart, and Ford Foundations, which tripled program investments.
- Launched private sector funding to rehabilitate and construct 70+ schools in cocoa growing regions of Cote d'Ivoire. These schools will help to educate future cocoa farmers and reduce child labor in their communities.
- Appointed to 2-year term on a USDA consultative group to eliminate the use of child labor and forced labor in imported agricultural products. As a result, guidelines were developed for companies to address child labor concerns and implement corresponding programs.
- Fundraised over \$1 million in 2 weeks from private sector members to support Ebola relief efforts during the 2014 health crisis in West Africa, benefiting thousands of people impacted by the disease and helping to support prevention efforts.

## **U . S . G R A I N S C O U N C I L | Washington DC | 1998 to 2000**

### **Business Development Director**

Headed business development program to diversify the U.S. Grains Council's funding and support base. The U.S. Grains Council develops export markets for U.S. barley, corn, grain sorghum and related products.

#### *Key Achievements:*

- Leveraged over \$3.5 million of revenue through new partnership projects in Africa, Latin America, and Southeast Asia.
- Led the Grains Foundation, a 501 (c) 3 organization within the U.S. Grains Council, focusing on livestock development and farmer training projects in Africa and Asia.

## GUYTON CONSULTANCY | Global Projects | 1989 to 1998

### Independent Consultant

Completed global planning, assessments, and analysis of agricultural and environmental projects worldwide:

- **USAID, Program Planning, Monitoring and Evaluation:** Directed the data collection and analysis component of the USAID Central Shaba Agricultural Development Project in the Democratic Republic of the Congo.
- **USAID and OECD, Trade Information and Institutional Development:** Assisted the West Africa Enterprise Network (WAEN) in establishing a trade information center servicing 350+ African traders in 8 countries.
- **World Bank and USAID, Agricultural Marketing and Market Assessments:** Conducted agricultural marketing studies in Sri Lanka and Kenya with multi-disciplinary teams to determine policy, legal, institutional, market information, and infrastructural improvements needs.
- **USAID and GIZ, Performance Monitoring and Evaluation:** Served on a multi-disciplinary team to design an implementation plan for programs in Jordan and Guinea.

## EDUCATION | U.S. PEACE CORPS

**Master of Science (M.S.) Agricultural Economics**, Michigan State University, 1990

Thesis: “Measuring the economic consequences to industry resulting from the Alar scare in apples”

**Bachelor of Science (B.S.) Agricultural Business**, Colorado State University, 1984

**U.S. Peace Corps, Agricultural Instructor**, Democratic Republic of the Congo, 1984 to 1986 **Languages:**

Proficient in English, French, and Lingala.

## ORGANIZATIONAL AFFILIATIONS

Advisory Board, World Food Law Institute, 2010 to Present

Board of Directors, Alliance to End Hunger, 2012 to Present

Board of Directors, Associates in Agriculture and Rural Development (AIARD), 2004 to 2014

## AWARDS

ACDI / VOCA International Leadership Award

Indonesian Trade Association Award for Cocoa Sustainability Ron Brown Scholarship Program – Leadership

Award Corporate Council on Africa – Appreciation Award