

Business Development & Marketing Workshop

13 November 2025

Speakers' Biographies

(In order of Speaking)



Waiganjo Njoroge

Vice President, Communication, Emerging ag inc

Waiganjo brings 15 years of international experience in strategic communications on issues related to food, agriculture and nutrition, the environment, and sustainable development. Before joining Emerging ag, he held senior communications roles including at the UN Environment Programme (UNEP) as the Press Secretary to the Executive Director, Communications Lead for the UN Environment Assembly (UNEA), Head of Communications at the Committee on World Food Security (CFS), and the interim Head of Communications at the Alliance for a Green Revolution in Africa (AGRA). Over the years, he has led the design and execution of game-changing communication strategies; driven successful partners and stakeholders' engagements; managed thought leadership and positioning drives for executives; and directed world class media operations. Waiganjo is delighted to be part of the Emerging family and deploy his skills, experience, and networks in support of efforts towards zero hunger and environmental sustainability for people and the planet.



Robynne Anderson

President, Emerging ag inc

Robynne Anderson is an international thought leader on food and agriculture with expertise in issues management and strategic development across the entire value chain. Over the years, she has advised a broad range of clients from government leaders to business captains, farmers, food processors and researchers. With close to 30 years of international experience, Robynne has contributed to apex multilateral processes and negotiations helping to shape pivotal outcomes like the Sustainable Development Goals. In 2010, Robynne founded Emerging ag, a boutique international consulting firm providing communications and public affairs services to clients in the agriculture, food and health sectors. As its President, she leads a team of 32 dynamic, international professionals providing expert services to clients around the world, with a strong focus on global policy issues and engagement with international organizations. Robynne often represents clients at the United Nations, bringing the voice of agriculture to inter-governmental processes. In this role, she is secretariat for the International Agri-Food Network (IAFN) the Private Sector Mechanism that represents agribusinesses at the UN Committee on World Food Security and led engagements in the 2021 Food Systems Summit. Prior to founding Emerging ag, Robynne established and ran for almost 20 years Issues Ink, a leading agricultural publishing company specializing in agriculture, and founded the Farming First coalition in 2007. She started her career in Canadian politics as a legislative assistant to the then Deputy Prime Minister. In addition to her role at Emerging ag, Robynne is involved in her family's farm in Dugald, Manitoba, Canada. She is also the founder of the Manyinga school project, a non-profit organization that supports orphans to learn agricultural skills through schools which in 2021 became Farmers Abroad Canada, a not-for-profit charitable organization focused on supporting agricultural education in 2 countries in Africa, and growing. Passionate about food, agriculture, and diversity and inclusion, Robynne serves in a number of international boards and advisory groups and is the youngest person inducted into the Canadian Agricultural Hall

of Fame in 2017, one of just 11 women in the Hall. She received the 2018 Demeter Award for Women in Agriculture.



Carlos Watson

Chief, Private Sector, Partnerships and UN Collaboration Division (PSU), FAO

Mr Carlos Watson is currently the Head of the Private Sector Engagements Unit, within the Partnerships and UN Collaboration Division (PSU). He was previously appointed as the FAO Representative to the People's Republic of China and the Democratic People's Republic of Korea. He has been working in management, resource mobilization and international cooperation for the last 25 years. Having joined the Food and Agriculture Organization (FAO) of the United Nations in 2014, he led the South-South and Triangular Cooperation (SSTC) team to formulate and execute Resource Mobilization Strategies and SSTC Strategies as well as negotiate national Memorandum of Understanding (MoU) with Member States. Passionately committed to the Sustainable Development Goals (SDGs), especially ending hunger together, he was actively involved in an organization-wide effort in developing innovative mechanisms that enable private sector investment to apply an SDG lens to all activities. Prior to joining the FAO, he was the Chief of Resource Mobilization of the International Cooperation and Partnership Department at the Central American Bank for Economic Integration (CABEI) in Tegucigalpa, Honduras, between 1995 and 2014. He was responsible for the financial relationships of the Bank and built successful partnerships with international banks, development agencies and governmental institutions, through which CABEI has been able to achieve many of its development commitments and benefit the people in the region. Mr Watson, a national of Honduras, holds a Master's Degree in Industrial and Administrative Sciences from the University of London-City in the United Kingdom, and a Bachelor's Degree in Industrial and Mechanical Engineering from the University of Bridgeport in the United States.



Vera Osei-Bonsu

Founder & CEO, Start Right Nutrition Ltd & Eat Smart Foods

Vera Osei-Bonsu is an enthusiastic “babyfoodpreneur” from Ghana in West Africa. Vera has over 9 years’ experience in Food manufacturing and Food advocacy. Vera is currently the CEO and founder of Eat Smart Foods and Start Right Nutrition Limited all situated in the Greater Accra Region of Ghana and she is on the journey of creating Nutritious Baby food products from local food ingredients, which are mostly plant based and naturally fortified to nourish children from the ages of 6months to 5 years. In the year 2018, she wrote the 1st infant and Toddler Recipe Book for Ghanaian Children titled “Start Right”, which gives caregivers a step-by-step approach to successful weaning, which earned her an award as the most outstanding woman in Food and Nutrition in Ghana by Women in Aviation and Afric Media Galaxy in 2019. Vera has successfully formulated over 9 food products from grains, fruits and vegetables for children which are currently selling in Ghana. She has a strong database for Caregivers especially women where she advocates for healthy child nutrition through food recipes, food videos and demonstrations each day. Due to her impact in the food and nutrition space, Vera has many awards and recognitions to her credit. In 2022, Vera was awarded as an *Emerging star in Agribusiness by Women in Agriculture Africa under Guzakuza. In 2023, Vera won a Global award in Iceland for promoting activities in nutrition capable of impacting lives positively by Global Women in Innovation and Inventions. In 2024, Vera also won a gold award for Food Innovation by Global Women in Innovation and Inventions, London. Vera is currently an Obama Leader Africa Fellow. A leading Africa Woman in Food fellowship by African Food Changemakers. Vera loves to read, research, create thought provoking and interesting marketing strategies and materials for her clients and most importantly she loves to impact women positively. Vera believes there are many ideas and opportunities around us in Africa that can be transformed into tangible things to transform the African Continent. It is her dream that every mother will have a sustainable and healthy way of feeding their children right in Ghana, Africa and beyond.



Katia Facchetti
Co-founder, Mosaic Food Advisors

Katia is a C-suite executive who drives profitable growth in complex food/beverage, professional services, and construction/mining equipment businesses in the US, Europe, Africa, and South America. Most recently, she was President of Mutti USA, subsidiary of Europe's #1 tomato company. Prior, she was CMO at Nature's Bounty Company (\$3B vitamin/supplement company owned by Carlyle Group) and CMO for Terex (\$10B construction/mining equipment company). She was President of Fusion 5, a WPP Group marketing/strategy/innovation consultancy, managing clients such as Campbell's, Green Mountain Coffee, Gillette, PepsiCo, Coca-Cola/Walmart, and Diageo. Her marketing career began at Kraft and Mondelez. She works across multiple distribution channels - B2B, B2C, D2C, e-commerce, and retail. Leveraging a pragmatic perspective with empathetic leadership, she builds strong relationships with internal and external stakeholders. Katia leads Mosaic Food Advisors, a consultancy she co-founded, which advises plant-based food start-ups. Katia's expertise include consulting with food start-ups on pitching investors, business strategy, marketing, sales, innovation and product development, consumer targeting and communication, end to end supply chain needs, experience in Sub-Saharan Africa (South Africa, Namibia, Botswana), coaching and mentorship, and micor-finance for women entrepreneurs in the food sector (Kiva funding).



Yaa Kusi Binka
CEO
Pepper Delight Ghana

Yaa Kusi Binka is the Founder/C.E.O of M.Y.K.B Ventures, Pepper Delight, MealHelpers, Edinia International Realty and AfribuzzGh. She is passionate about entrepreneurship and raising purpose-driven leaders through firmly grounded, time-proven and practical strategy principles that are foundational and focused on equipping people make informed long-term decisions and consistently evolve as The standard regardless of the times and seasons that they are surrounded by. With her focus to fulfill her vision fully, she left academia where she spent 17 years honing skills in strategic management, communication, emotional intelligence and innovation competencies to remain relevant and memorable for the students she taught and colleagues she worked with. The evidence of her work shows through the years whilst she multitasked her role in academia and directed her business: her recognition by 40under40 awards for food and beverages 3 years after starting Pepper Delight, BBC feature on Smart Money, Ghana's female entrepreneurs as one of the successful small business female entrepreneurs in Africa making waves globally in innovative packaging and growth. She is a constant student of life and the complex world of business; intentional about developing and adding value to herself so she can set an example in her industry, the market she serves and all who encounter her. Consequently, she is an alumni of Academy of Women Entrepreneurs and Cornell University. Currently, she actively mentors 12 women entrepreneurs running businesses in diverse areas from agriculture, Agri processing, sustainable trade in furniture, fashion, lifestyle and construction. Her aim is to intentionally sow into others unique valuable strategies she has learnt and employed in her entrepreneurial journey fully aware that; whilst she helps others accomplish their dreams, she can discover hers as well.



Georgie Ndirangu
Global Communications Professional

Georgie is an award-winning journalist, trained broadcaster, and global moderator, having previously worked with the BBC, CNBC, and Forbes Africa, and interviewed numerous Heads of State and figures worldwide. He has a background in Actuarial Science, and expertise in the development world, which he executed at Portland Communications for the Bill & Melinda Gates Foundation, Evercare, and others across Africa, Asia, the Middle East, and the UK. At the Mastercard Foundation, Georgie was responsible for setting up the

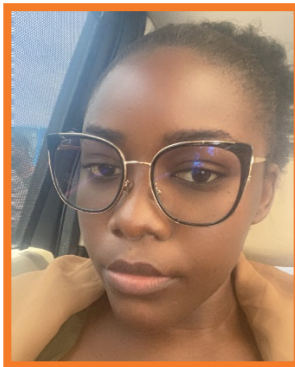
Pan-Africa Program Communication department - conceptualization, development, and implementation of the communication strategy, and visibility of partners' and the Foundation's work across Africa. He currently serves on the board of the Doris Mollel Foundation - focused on neonatal care - to reduce Tanzania's and the region's burden of preterm birth and its negative impact on health, communities, and economies. He is also a member of the Africa Climate Ambassadors Programme, under the Creative Economy Pillar, and a 'Now Generation Network' Member at the Mo Ibrahim Foundation - a coalition of young Africans committed to moving the continent's development agenda forward.



Milica Petruljeskov
Senior Private Sector Specialist, FAO

Milica Petruljeskov is an economist at the Food and Agriculture Organization of the United Nations (FAO). Based in FAO's headquarters in Rome, Italy, Milica supports agribusiness and private sector partnerships work in Africa. Milica has more than 12 years' experience on rural finance, agricultural investments, value chain analysis and private sector partnerships, through the support of various FAO projects and normative work in Africa and

globally. Milica holds advanced degrees in Economics (MSc.), and Development Economics and International Cooperation (MSc.).



Charlotte Binya
Director, BICHAF Enterprises

Charlotte has been an entrepreneur in the food industry for over 7 years. She specializes in processing and preserving food products without using chemicals, but also in quality control in a production unit. Charlotte helps women who want to start up in this field, both with advice and with improving their working methods. She also helps them to set up and manage their business.