



## IICA-COLEAD

### Caribbean Agrifood Business Series

Session n°19:

Transforming Agrifood Systems: Opportunities for entrepreneurs in the Caribbean and Latin America

Thursday 23 October 2025 – 14:00-16:00 UTC / 10:00-12:00 AST

### BIODATA OF SPEAKERS

#### Allister Reynold Glean – Technical Specialist, International Trade and Regional Integration Programme / Representative in Barbados, IICA



Allister Glean is the Representative of the Inter American Institute for Cooperation on Agriculture (IICA) in Barbados. He spent the last 5 years as the International Specialist in Agribusiness and Value Chains, stationed with the St. Lucia Delegation. Allister has worked extensively in the agricultural sector for over 20 years with experience working in agricultural research and development, agribusiness development, food and beverage processing as well as development financing for agribusiness. Allister has lectured on a part-time basis at the tertiary level for over 16 years in the areas of marketing, strategic planning and business ethics. While trained in management and marketing, he also possesses post graduate qualifications in international relations and agribusiness development. He is also a qualified attorney at law. Allister tends to have a particular interest in governance, market development and trade facilitation. Allister has a passion for working with micro, small and medium sized business with emphasis on women, youth and producer groups.

#### 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.

### **Nina Desanlis-Perrin – Project Officer, COLEAD**



Nina Desanlis-Perrin is a Project Officer in the Networks and Alliance Department at COLEAD, where she develops and coordinates global partnerships to support entrepreneurship development and sustainability in the agrifood sector across the Global South countries. She co-organises agrifood webinars aimed at showcasing innovations of farmer-led businesses and SMEs with key international partners such as IICA. Nina holds an MSc in Environmental Science for Sustainability from King's College London, and a BSc in Public Administration from Erasmus University Rotterdam. She is an advocate for sustainable development, international cooperation, and climate justice, working to promote resilient and inclusive solutions for communities and food systems worldwide.

### **David Crum-Ewing – Operations Executive, Grace Kennedy, Jamaica**



David Crum-Ewing is a results-driven executive with over 25 years of leadership experience in marketing, supply chain, and operations across the food and agribusiness sectors. As Operations Executive at Grace Agro Processors Division, GK Foods & Services Ltd. (GraceKennedy), he oversees two factories and a farmer network, driving record escalation output (2022), doubling canned ackee production (2023), and expanding jerk seasoning by 20% in three years. He also led the creation of a research farm that set new benchmarks for hot pepper production in Jamaica. Previously, at Restaurants of Jamaica Ltd. (KFC, Pizza Hut, Wendy's), he earned YUM! Brands recognition and delivered multimillion-dollar savings through strategic supply management. His earlier roles include leadership positions with Jamaica Producers Group and Jamaica Broilers Group. David holds an MBA from the University of New Orleans and a BA in Marketing from the University of South Florida, with advanced training in project and change management.

### **Maryan Setrodikoro – Director, Eden Herbs and Spices, Suriname**



Maryan Setrodikoro is the Director of Eden Herbs & Spices NV, a Surinamese company specializing in medicinal herbal products. Under her leadership, the company has expanded its product line to include teas, powders, spices, capsules, and herbal remedies, which are selectively distributed to ensure proper customer guidance. In September 2024, Setrodikoro received eight new production machines through the Suriname Growth Enterprise (SURGE) programme, a World Bank-funded initiative aimed at enhancing the competitiveness of local businesses. This investment has enabled Eden Herbs & Spices to fully automate the production of its 18 products, leading to increased output and improved quality. Additionally, Setrodikoro has embraced digital commerce, utilizing platforms like Take App to facilitate online orders and payments, thereby expanding the company's reach and customer engagement.

### **Larry Holder – Public Relations Executive, Novo Foods, Trinidad and Tobago**

Larry Holder is the Public Relations Executive at Novo Foods, a Trinidad and Tobago-based company that produces and distributes consumer food products under the brand LIFE, including instant and frozen foods as well as beverages has over 15 years' experience in business development across various sectors. He is a Member of the Chartered Institute of Marketing and has a background and passion for Public and Personnel Relations. He is passionate about the ocean and regularly scuba dives when on vacation. Larry firmly believes in empowering staff to the point where they can leave but treating them well enough so that they choose to stay.



### **Maria Luisa Luque Sánchez – Co Founder, Nuup, Mexico**

Maria Luisa has more than 15 years of experience in finance and financial modelling, partnership building, project management and social innovation with a strong focus on agri-food systems. The first half of her career was spent working in finance, first in Brussels at Fortis Bank and especially in London, working in investment banking at Goldman Sachs. From this period, she retains quantitative and risk analysis skills. The second part of her career has taken place in Mexico, where she has been very active in the social entrepreneurship ecosystem, first at Ashoka collaborating and then leading the area that collaborated with large companies and social entrepreneurs to develop high impact and highly scalable ventures. Then Malu co-founded Nuup in 2015 with the idea of responding to the challenges that small-scale producers face on a daily basis. As a social entrepreneur and with her experience, she has supported other social enterprises as an advisor, as is the case of the sustainable fishing marketer SmartFish and its sister NGO Rescate de Valor; or being in the board of CO\_Plataforma and its impact investing arm.CO\_Capital. Malu holds a Masters in Commercial Engineering from the Solvay Business School of the Université Libre de Bruxelles and a Masters in Public Administration from the School of International and Public International Affairs at Columbia University in New York.



### **Juan Carlos Estrada – Commercial Support Technician, Secretary of Economic Integration of Central America (SIECA)**

Juan Carlos Estrada is a Commercial Support Technician for the Secretariat for Central American Economic Integration (SIECA), the technical and administrative body of the Central American economic integration process. SIECA's mission is to support regional economic integration, provide technical assistance, and ensure efficient and transparent management of resources. Juan Carlos works within the Department of Knowledge Management and Trade Promotion and supports the implementation of SIECA's academic programs and trade promotion projects, such as the Virtual Business Fairs through the REDCA platform, aimed at fostering regional business linkages and strengthening economic integration in Central America. Juan Carlos holds a degree in International Relations.



### **Melissa Brown – Senior Agriculture Economist, World Bank**



Melissa is a Senior Agriculture Specialist in the Agriculture Global Practice in Latin America and the Caribbean. She has worked extensively on projects supporting climate resilience, agribusiness partnerships and rural entrepreneurship, agricultural research and extension, and regional integration. In LAC she is currently working on projects in Central America and the Caribbean and in the past has worked in the ECA Region supporting World Bank operations in Central Asia and Eastern and Southern Africa. She holds a MPA/ID degree from the Harvard Kennedy School of Government and undergraduate degree from

New York University.

### **Phelese Brown – Monitoring and Evaluation Specialist, Jamaica Social Investment Fund (JSIF)**



Phelese Brown is a Monitoring and Evaluation Specialist at the Jamaica Social Investment Fund (JSIF), where she supports the Second Rural Economic Development Initiative (REDI II) Project, funded by the World Bank. She brings over eight years of professional experience in Monitoring and Evaluation, contributing to impactful projects across sectors such as national security, agriculture, and tourism.



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