

CURRICULUM VITAE

Ms Ali Parry
Director, Trade Matters (Pty) Ltd

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Extraordinary Research Scientist
TRADE research entity, North-West University

PERSONAL DETAILS

First names: Alice Mary (known as 'Ali')
Surname: Parry
Gender: Female
Marital status: Married
Nationality: South African
ID number: 580615 0102 080
Residential area: Sandton (Johannesburg), South Africa
Cell number: + 27 (0)83 459 4653
E-mail address: aliparry@mweb.co.za



EDUCATION

1. Primary Stone Ridge School of the Sacred Heart, Washington, DC (USA)
2. Secondary St Teresa's Convent, Johannesburg (South Africa)
Qualification: 1st Class Matriculation (Joint Matriculation Board) - 1975
3. Tertiary University of the Witwatersrand, Johannesburg (South Africa)
Qualification: Bachelor of Arts degree - 1978

University of the Witwatersrand Graduate School of Business
Qualification: Post-graduate Diploma in Management - 1981

PERSONAL PROFILE

Ali Parry has spent a large part of her professional career in the international trade field as a researcher, educator and consultant. What she finds particularly rewarding is contributing to people's understanding of the importance of well-managed economies for global well-being, and helping individuals from all walks of life to realise their personal and professional ambitions.

Over the years Ali has acquired an in-depth knowledge of several disciplines which has enabled her to take on very diverse projects. Moreover, having worked closely with academics, business people and government officials, both locally and internationally, she is sensitive to the priorities and expectations of each group. Ali is an enthusiastic project leader/team member, and is particularly disciplined when it comes to work flow, deadlines and quality. A full member of South Africa's Professional Editors' Guild, she is also an experienced writer and editor, and is particularly adept at distilling the core issues from myriad facts and opinions and communicating with different audiences.

PROFESSIONAL HISTORY

Current positions

► Director, Trade Matters (Pty) Ltd

Ali is the Director of Trade Matters (Pty) Ltd, a company providing research, consultancy and writing/editing services, with a special focus on economic development and international trade. Among Trade Matters' clients are organisations that wish to engage with their customers more effectively and individuals who are looking to take their academic and/or professional careers to the next level. Services include:



- Researching economic and trade-related developments and sharing findings and impressions via a range of media;
- Working with companies and individuals in formulating business proposals and strategies, and designing strong marketing messages;
- Writing and editing articles, reports, press releases, policy briefs, promotional material and other documents, ensuring that they are of a high standard and engage the reader;
- Developing instructional content (including assessment tools) for a range of commercial and academic applications;
- Coaching researchers and other groups of people in the techniques of writing concisely and for maximum impact.

Special interest areas for the company include: economic development; keys and obstacles to competitiveness; trade policy; global and regional value chains; export and investment trends and strategies; business capacity-building; and strategies for unlocking human potential.

► Extraordinary Research Scientist, North-West University

Ali also works closely with North-West University's TRADE (Trade and Development) research entity where she is an Extraordinary Research Scientist. In this capacity, she participates in international trade-related research and development projects (often under the auspices of the university's WTO Chairs Programme) aimed at building knowledge and capacity among trade policymakers and practitioners. She also provides a content editing service aimed at enhancing the impact of articles, conference papers, policy briefs, press releases and other documents.



Together with her TRADE colleagues, Ali works closely with international entities such as the ICTSD (International Centre for Trade and Sustainable Development), the DfID (UK Department for International Development) and the WTO (World Trade Organization), and with local trade consultancies, including SAIIA (South African Institute of International Affairs) and TRADE Research Advisory (Pty) Ltd. Ali also acts as an external moderator for North-West University's School of Economics in the subjects, International Trade Geography, International Monetary Relations and International Business Communication.

Previous positions held

▶ Executive Director, International Trade Institute of Southern Africa (ITRISA) (1996–2012)

Ali co-founded the International Trade Institute of Southern Africa (ITRISA) in 1996 and assumed the position of Executive Director with special responsibility for Academic Operations and Quality Assurance. ITRISA offers education, training and consulting services aimed at assisting organisations and individuals to develop the necessary knowledge and skills to succeed in their international business endeavours.

During her 16 years at ITRISA, Ali gained considerable experience in a range of business disciplines, having contributed to the development of ITRISA's short training courses and having authored the comprehensive distance learning materials for – and acted as primary tutor in – the following subjects:

- ▶ International Trade Relations [1st year level]
- ▶ Introduction to International Marketing and Purchasing [1st year level]
- ▶ International Monetary Relations [2nd year level]
- ▶ International Trade Law [2nd year level]
- ▶ Export Marketing [2nd year level]
- ▶ International Purchasing [2nd year level]
- ▶ General Principles of International Trade Management [3rd year level]
- ▶ Export Marketing Management [3rd year level]
- ▶ International Purchasing Management [3rd year level]

She was also the co-author of the material for International Financial Management, another 3rd year level subject.

One of Ali's key responsibilities at ITRISA was the conceptualisation and ongoing refinement of the operational model for the company's multi-tiered distance learning programme (comprising the internationally accredited *Certificate in International Trade, Advanced Certificate in International Trade [Export/Import]* and *Diploma in International Trade Management [Export/Import]*), and the formulation of policies and procedures for the effective delivery thereof. She also oversaw the student assessment process, the regular updating of ITRISA's distance learning material, and the creation of new assignments and examination papers for each successive enrolment cycle.

On the consulting side, Ali played a key role in a number of government-related projects, including:

- ▶ The development and subsequent updating of the multi-media Export Orientation Course for Small Businesses (commissioned by SEDA / Small Enterprise Development Agency);
- ▶ The conducting of a nation-wide export training needs analysis (commissioned by Trade and Investment South Africa at the Department of Trade and Industry);
- ▶ The formulation of a trade strategy, business model and business plan for a new trade promotion entity for the Western Cape (commissioned by the City of Cape Town);
- ▶ The formulation of a 3-year trade strategy for the City of Tshwane (commissioned by the Tshwane Metro);
- ▶ The compilation of a Policy and Procedures Manual and Operational Guidelines for South Africa's Trade Points (commissioned by SEDA / Small Enterprise Development Agency);

- ▶ The writing and editing of a number of export market opportunity reports (commissioned by Wesgro):
 - The food and beverage sector in Russia
 - The food and beverage sector in Vietnam
 - The food and beverage sector in the UAE
 - The food and beverage sector in South Korea
 - The speciality food sector in the European Union.

Ali was also heavily involved in drawing up proposals, business plans and reports for ITRISA's consultancy projects, and compiled most of the organisation's legal agreements with third parties.

For more than 10 years, Ali managed ITRISA's business relationship with North-West University's School of Economics which involved, inter alia, ITRISA licensing (via the intellectual property owner and licensor, Tradsa (Pty) Ltd) several subjects from its distance learning programme to the University for use as prescribed texts in the latter's B.Com and B.Com (Hons) degree programmes. The licensing agreement also made provision for the university's lecturers to receive a range of teaching aids from ITRISA, including sample assignments and examination papers and related memoranda. In 2008, Ali was commissioned by the university's School of Economics to develop the study material for a new subject, International Trade Communication, which was incorporated as an elective into the university's 3rd year B.Com curriculum.

In terms of other professional pursuits, Ali authored two chapters in the textbook, *International Marketing*, and served as an external moderator for North-West University's School of Economics. Internationally, Ali was heavily involved in the conceptualisation and design of the International Accreditation and Certification System operated by the International Association of Trade Training Organisations (IATTO).

▶ **Deputy Executive Director, SA Institute of Export, South African Foreign Trade Organisation (SAFTO) (1986–1996)**

In 1986, Ali joined the South African Foreign Trade Organisation (SAFTO), a private sector trade promotion entity providing information and practical assistance to exporters, importers and service providers to the international trade community. Ali was part of the team responsible for establishing (under SAFTO's auspices) the SA Institute of Export as a vehicle for the provision of professional export education in South Africa, a hitherto neglected area.

As Deputy Executive Director of the Institute, Ali had the following key responsibilities:

- ▶ Managing the Institute's professional distance learning operation which centred on a 3-year Diploma in Export Management programme;
- ▶ Authoring several volumes of course material used in the Diploma programme and acting as a subject specialist and tutor in respect of such subjects;
- ▶ Co-authoring three books, the *Export Practice Handbook*, the *Export Marketing Handbook* and the *Export Finance Handbook*, which were widely used by practising exporters as well as financial institutions and universities throughout South Africa;
- ▶ Developing publicity material for the Institute and overseeing the publication of the Institute's newsletter, *Global Thinker*;
- ▶ Representing the Institute at the annual conferences of the International Association of Trade Training Organisations (IATTO);

- ▶ Periodically lecturing on the Institute's International Trade Bridging Programme;
- ▶ Acting as a part-time lecturer and examiner for Technikon SA under a collaborative arrangement with that institution.

▶ **Training Officer, Anglo American Life / Southern Life (1982–1986)**

After completing a post-graduate diploma at the University of the Witwatersrand's Graduate School of Business, Ali joined Anglo American Life as a Programme Development Specialist and Training Officer. In this capacity, she had the following key responsibilities:

- ▶ Analysing the training needs of administrative (i.e. non-sales) staff, and proposing and implementing appropriate training interventions to enhance both technical and 'soft' skills in the workplace;
- ▶ Developing trainer guides and course material for insurance-related and management development training programmes;
- ▶ Conducting face-to-face training for a wide spectrum of staff both at the Johannesburg head office and at selected branches in other provinces;
- ▶ Researching and documenting administrative systems and procedures in operation at the company and, where necessary, proposing improvements in the interests of greater efficiency.

When Anglo American Life merged with Southern Life in the mid-1980s, Ali relocated to Cape Town where she was appointed to a team responsible for establishing a training and development unit at the new head office in Rondebosch. A major project in which she was involved was the development and implementation of a company-wide training programme designed to acquaint staff with the procedures associated with Southern Life's new computerised administration system.

▶ **Administration Officer, South African Institute for Mining and Metallurgy (SAIMM) (1979–1980)**

Ali joined the South African Institute for Mining and Metallurgy in 1979 after completing her undergraduate studies. As an Administration Officer reporting to the Secretary of the SAIMM, Ali had the following key responsibilities:

- ▶ Assisting in the editing of the journal of the SAIMM;
- ▶ Attending and taking minutes at Council meetings of the Institute and committee meetings of various engineering bodies affiliated to the Institute;
- ▶ Performing administrative tasks associated with members' subscriptions;
- ▶ Assisting in the organisation of symposia and colloquia, under the SAIMM banner, for the mining and metallurgical industries.

PARTICULAR STRENGTHS

- ▶ Extensive knowledge of and experience in a wide range of academic and business disciplines;
- ▶ Strong research capabilities and an ability to distil the core issues from a mass of data, facts and opinions;
- ▶ Well-travelled with strong insights into the academic and business environments in different parts of the world;

- ▶ Familiarity with global best practices in educational programme design and provider accreditation;
- ▶ A strong appreciation of the higher education landscape in South Africa, particularly as it affects private providers;
- ▶ Extensive experience in assessment methodology in the education and training fields;
- ▶ Extensive experience in dealing with people from many different spheres – academics, students, company executives and government officials;
- ▶ Excellent English language skills, both written and spoken;
- ▶ A logical thinker, with noted skills in designing systems and procedures;
- ▶ Exceptional attention to detail.

REFERENCES

The following individuals, who are well acquainted with the quality of Ali's work, can be contacted for confidential references:

- ▶ Prof Wilma Viviers, Director of the TRADE research focus area and WTO Chair, North-West University, South Africa (tel. +27 82 577 7545)
 - ▶ Prof Derick Blaauw, School of Economics, North-West University, South Africa (tel. +27 18 285 2488)
 - ▶ Dr Marié-Luce Kühn, Director, IBIS Business and Information Services (Pty) Ltd, South Africa (tel. +27 83 377 7843)
 - ▶ Mr Martin Cameron, Director, TRADE Advisory Services (Pty) Ltd (tel. +27 83 440 8191)
 - ▶ Ms Alexandra Begg, Publications Manager, South African Institute of International Affairs, South Africa (tel. +27 11 339 2021)
 - ▶ Mr Linus Flavianu, Senior Exploration Geologist, Rosh Pinah Zinc Corporation, Namibia (tel. +264 81 122 4956)
 - ▶ Mr Phillip Monyamane, College of Law, UNISA (tel. +27 12 429 2178)
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