

## **+30 Years Experience in FMCG, Household Products Care, Telecom Industry, Consultancy & Healthcare Systems**

Tidiane has more than 30 years experience in high level strategic management, innovation for change, leadership, marketing, sales and distribution in various organizations. His expertise is relevant in FMCG, Household Products care & Telecom Industry, in addition to solid records in International Consultancy. He started his career in 1989 at Patisen, the #1 FMCG Manufacturer and Distributor in Senegal (West Africa)



**Tidiane GUEYE**

After 10 years in Patisen at different senior positions (Local + Export Sales & Marketing Director), he has then been recruited in 1998 by the US Company Colgate Palmolive, as West Africa Export Director, prior to coming back to Patisen as Deputy General Manager in early 2002. For 16 years, Tidiane was working in the Telecom Industry for companies such as Nokia & TCT Mobile (Alcatel). Since April 2019, Tidiane has been appointed as Sr Technical Advisor in charge of Cooperation, of the Senegalese Minister of Health & Social Action

### **20 Years+ Experience in Consultancy with selective customers**

In Sept. 2002, he created his own Consultancy agency Anta Consulting Group (then Anta Services in 2018) and started sharing his experiences within Africa and Worldwide for different companies such as Patisen, Senico, Poultrade, AZ Corp., Forewin Ghana Ltd (FMCG) - PA Consulting (Germany) - Nokia, Digital Technology, Alcatel (Telecoms) - Attijari Wafa Bank Group - Canal+ Senegal (TV) - UNDP, PYXERA Global (USA) etc. Tidiane writes for some local magazine, is a Master Trainer/Instructor for Bamako Forum Foundation since 2006, and for HEC/LeAD Campus Programs since 2016.

### **PHD auditor in Diplomacy and International Relations at CEDS) Paris / France, International MBA, EBA London, FCE, BEPA, Msc, Bsc**

Tidiane is finalizing his PHD at CEDS / Paris. He is holding an International MBA from ISM School of Management (Senegal), EBA, FCE & BEPA from the London Chamber of Commerce, a Msc from Institutos Directivos de Empresas de Madrid in Spain and a Bsc from Ecole Des Cadres & Dirigeants d'Entreprises in France. He is a Lecturer at ISM (1st Business School in Senegal) for 30 years and work with different Institutes and Organizations within West Africa and round the World. He is also a Business Case Specialist for Private Universities & Corporates (Trained at Harvard Business School).