

Appendix B Consultant's Team

The Consultant's Team consists of the following persons:

#	First Name	Last Name	Type	Position
1	Francesco	GOLETTI	International	Lead Consultant
2	Timothy	PURCELL	International	Farming Systems Specialist
3	Sothat	LENG	Domestic	Deputy Lead Consultant
4	Phal	OUK	Domestic	Farming System and Crop Development Specialist
5	Moniroth	SOK	Domestic	Market and Agribusiness Development Specialist
6	Navy	HAP	Domestic	Socioeconomic and Gender Analysis Specialist

B.1 Profiles

Dr Francesco GOLETTI – Lead Consultant

Sixteen years experience in rural development policy analysis focused on reform and development of agricultural input and output markets, agricultural marketing and institutions, value chain analysis, agro-enterprise and agribusiness development, infrastructure development, agricultural diversification, and export promotion. In-depth expertise in strategy analysis and design of agricultural sector programs in a number of countries, including Cambodia. Proven record in team leadership and project management in several countries. Led the ADB PPTA on *Agricultural Sector Development Program* (ASDP) in Cambodia and participated in the Cambodia *Rice Value Chain* analysis for the World Bank. Francesco has organized and conducted numerous seminars, policy workshops, and regional and international conferences. He participated and established networks within the international agricultural research centers (CGIAR) and international development community. Francesco has a proven record of publications and successful outreach activities and policy impact, including reforms in rice policy in Viet Nam and food policy in Bangladesh.

Dr Timothy PURCELL – International Farming System Specialist

Thirteen years experience in rural development policy research focused on farming systems and livelihood analysis, agro-industry analysis, commercialization of smallholder farming systems, structure and reform of agricultural input and output markets and institutions. Tim has a proven record in farming systems research, agro-industry analysis, economic and agricultural modelling, policy analysis, value chain analysis, PRA/PM&E techniques, training needs assessments, statistical and econometric analysis, survey design and interpretation. Tim led the World Bank funded studies on *Rice Value Chains* in Cambodia, Vietnam and Thailand as well as the World Bank funded study on *Agrarian Structure* in Cambodia. He has organized and conducted policy workshops, regional and international conferences, and training and capacity strengthening of researchers, field work survey teams, and Government program officers, in a number of subjects including farming systems, survey methods, value chain analysis, and quantitative methods. Tim

has authored numerous publications including professional journal articles, donor reports, and discussion papers on farming systems, value chain analysis, and participatory research.

Mr Sothat LENG - Deputy Lead Consultant

Fifteen years experience working closely with farmer organizations, strengthening capacity, and providing technical inputs through community development programs. Proven record in management and coordination of agricultural projects, PRA tools, and development of Farmer Field Schools. For the past 4 years Mr. Leng was the Prey Veng Provincial Coordinator for AQIP.

Mr Phal OUK - Farming Systems and Crop Development Specialist

Fifteen years experience in agricultural research, extension, and community development. Solid research background on crops, including rice, maize, cotton, and vegetables. Provided technical and management input into the creation of Farmer Field Schools for rice seed and quality vegetable production. Instrumental in the creation of rural organizations including seed grower groups, vegetable grower groups, and water use associations.

Mr Moniroth SOK - Market and Agribusiness Development Specialist

Thirteen years experience in small and medium enterprise development. Provided business development services and capacity building in accounting and financial management, association formation, and business planning. Involved in fish and rice quality improvement training of entrepreneurs and in credit survey of rice millers.

Ms Navy HAP – Socioeconomic and Gender Analysis Specialist

Fifteen years experience on research and the analysis of socioeconomic, gender, and institutional issues. Ms Hap has conducted impact studies, including impact of globalization on the livelihood of fisheries and women in the Mekong region. She is an expert of fisheries and fish economics, and has conducted numerous surveys and analyses of production and marketing systems in various provinces of Cambodia.