



# Curriculum Vitae

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*Susan Inglis*

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### Personal Statement

Susan Inglis is an independent consultant and trainer specializing in artisan enterprise development, sustainable development practices, and in increasing market share for light manufacturers. She provides services in all aspects of establishing and strengthening a production business, including strengthening entrepreneurship skills, increasing market access, and product development. She has twenty years experience as a producer, importer, sourcing agent and broker in home furnishings, fashion, and gift industries. She has worked in twenty four countries on five continents providing services ranging from identifying procedures for ensuring the sustainability of a natural resource base to market-led product development and how to access new markets effectively.

Inglis is the principal of From The Mountain, a company she founded in 1995. It began as a proprietary line of collections of home textile and other accent products from West Virginia, North Carolina, Nepal, Kyrgyzstan, and Guatemala. Inglis managed all aspects of the business including design, production, import and distribution and marketing. The business evolved from a previous enterprise, Susan Sweaters, in which she designed, produced and marketed a collection of handmade sweaters. Production was done in cottage industries in West Virginia and in North Carolina. The business has evolved into a sourcing agency and brokering firm, maintaining an emphasis on handmade and sustainable manufactured products, and serving the home, fashion and gift markets with key accounts such as Aveda Corporation, Grnt Dawson Collection, GreaterGood.com, the National Geographic Catalog, and Vietri. From The Mountain is known as a source for interesting product from unusual places.

Inglis also serves as Executive Director of the Sustainable Furnishings Council. She was retained by the founding board to provide leadership in carrying out the organization's mission of promoting sustainable development practices in the home furnishings industry, raising awareness among buyers and consumers of practices that are good for the environment, for local economies, and for social equity. Inglis has overseen growth to nearly 250 members since incorporation in March 2007.

### Skills

Artisan Enterprise Development  
Sustainable Development Practices  
Marketing Training  
Product Development

Business training  
Container Management  
Business Integration  
Entrepreneur development

### Education

**B.A., Anthropology**      University of North Carolina  
1981

### Current Employment

**Consultant**      Grant Dawson Collection, USA  
2007-present

Retained to assist in sourcing sustainable production for a new line of high end home accents handmade in a variety of materials with the lowest possible environmental impact. Products include wood, recycled glass, silver, and pewter items, all made with the lowest environmental impact possible.

## Work History

**Consultant** IPAMAR, REDIEX, Paraguay  
2007

Retained to analyze and assess the capacity of a consortium of furniture manufacturer in Asunción, making recommendations for optimizing their production capacity.

Showed a sampling of products at two successive High Point Markets, making market connections and facilitating sales.

(UNDP)

**Consultant** SENADA, DAI, Indonesia  
2007

Retained to assist in developing a strategy to increase the sustainability of the home furnishings industry in Indonesia, and then market that, as a way of improving the competitiveness of the country in the global marketplace.

Analyzed and assessed the home accessories sector throughout Indonesia.

Met with producers and exporters throughout Central Java

Surveyed buyers to determine their perceptions of the strengths and weaknesses of the sector.

Made recommendations for playing on strengths that attract buyers to the country & for addressing weaknesses, especially in terms of social and environmental impact, that buyers want addressed

Made new market connections.

(USAID)

**Consultant** COTS, Chemonics International, Dominica, and Antigua and Barbuda  
2007

Retained to analyze the possibilities for artisan enterprise development among the Carib people in Dominica.

Analyzed other artisans and manufacturers abilities to serve new markets.

Made recommendations to strengthen their ability to reach new markets, regionally and in the US.

Made specific market connections for certain product, including handmades.

(USAID)

2006, business development consultant, CAIMAN, Chemonics International, Ecuador

Provided services in analyzing the products and production capabilities of 4 different indigenous nations.

Delivered a seminar on beginning the export process, for artisans and for Sinchi Sacha, the organization partnering with them in export

Placed product with US import customers, including Tucker Robbins, Earthues, and Vermont Woods Studios

(USAID)

**Consultant to USAID's BTBC-BCCN** Chemonics International, Bolivia  
2006

Provided business development consulting services in analyzing the capabilities of wood processors and furniture and accessory manufacturing firms.

Taught a seminar on "Understanding and Serving US Markets"

Made market connections between 63 Bolivian producers and 44 US importers and retailers.

Generated first buying trips to Bolivia by 2 wood products companies

Generated requests for samples from 32 import firms, including majors such as Aveda Corporation

Secured production orders from major importers The National Geographic Catalog, Charity USA, Red Egg, and Egg Baby.

Placed product from Bolivian producers with 3 exhibitors at the New York International Gift Fair.

**Consultant** CharityUSA  
2006

Providing consultant services in product sourcing and in developing new product for six "click and give" websites: The Breast Cancer Site, The Rainforest Site, The Hunger Site, The Animal Rescue Site, The Literacy Site, and The Child Health Site.

**Consultant** SIS Designs, Virginia Beach, VA  
2006

Providing business development consulting for support and assistance in all aspects of designing, producing, marketing, and distributing two distinct lines of handcrafted jewelry.

Consultant to CC Hill, Louisville, KY (2004-2005)

Supported and assisted in all aspects of establishing a new import and retail business concentrating on high-end handmade decorative accessories.

**Consultant to USAID's Colombia Alternative Development Project** Chemonics International, Colombia  
2002-2005

Made an analysis of the possibilities for artisan enterprise development in the departments of Putumayo, Cauca, Narino, Huila, and Tolima. Results included introducing lines of hand-woven silk, hand built ceramics, musical instruments, and baskets to interested US import businesses.

Designed mechanisms for accelerating the effectiveness of project initiatives in the light manufacturing sector in the departments of Cauca and Putumayo. Implementation of the mechanisms effectively set design and marketing direction for initiatives building businesses in totumo product development and production, in flowers and foliages, in wood product development and production, in essential oils and aromatics processing, and in paper and packaging production. As a result products were tested with potential customers.

Returned to evaluate the previously designed production mechanisms of project initiatives in the light manufacturing sector for the departments of Cauca and Putumayo. Continued marketing initiatives of production from businesses with sufficient capacity for export built businesses. Products were further presented in these markets: US gift, natural products, home furnishings and decorative accent industries. Key accounts sold include Aveda Corporation, The Pottery, and Daystar. Over the course of the project, market linkages were created between Colombian producers and 45 new potential customers.

**Consultant to Turath Empowerment Project** Amman, Jordan  
2005

Grantee of USAID's AMIR

Designed and developed mechanisms for marketing handcrafted product to local, regional and export markets. Presented and placed products in US markets, including embroidery, mosaics, rugs, ceramics, glass, and jewelry.

Made market linkages with 29 new potential customers. Secured business with CharityUSA.com.

Organized, curated, and staged an event at The Embassy of the Hashemite Kingdom of Jordan to showcase products and their stories, selling examples and generating over \$1100 in sales at the event, and \$11,000 in sales subsequently. The presentation was called "New Markets for Traditional Artisans: the Opportunities & the Challenges", and was successful enough that a follow on presentation was requested for late in 2006.

Developed and delivered training of trainers courses for a national artisan enterprise development effort.

"Marketing Handmades" is an interactive course that teaches marketing of handcrafted product to local, regional and export markets. "Handmade Product Development" prepares trainers to teach handcrafted product development with an understanding of local, regional, and export markets. Both courses particularly emphasize selling to tourist markets and to US markets.

**Consultant** The Crafts Center at CHF International  
2005

Wrote 2006 Trends Report on trends in Gift, Home, Garden, and Fashion markets in the US and Europe. The report is distributed on-line and in print.

Wrote 2001, 2002 & 2003 Trend reports for The Crafts Center's Artisan Enterprise Network, covering trends in the Children's, Fashion, Furniture, Garden, Gift, Home Accent, Jewelry, Paper, and Rug industries, as well as color trends.

**Consultant** Ethnicware, Reut, Israel  
2005

Helped founder and support staff prepare for a successful presentation at a major US trade show, the New York Home Textiles Show, working with them to design and implement a promising strategy for new market entry. Ongoing sales agent for the enterprise.

**Consultant to USAID's Proyecto PRA** Chemonics International, Peru  
2000 – 2004

Provided consulting services to USAID's Rural Poverty Alleviation Project, working with artisans in Ayacucho, Pucallpa, Cajamarca, Huancayo, Cuzco, and Huancavilica to develop new products and get them into new markets.

Designed lines and collections including, alpaca and cotton sweaters in Puno and in Huancavilica, indigenous painted Shipibo and Yine fabric home and fashion accessories in Pucallpa, woven wool and alpaca rugs and cushion covers in Ayacucho, woven wool and cotton home and fashion accessories in Cajamarca, silver and gourd jewelry boxes in Huancayo.

Made market linkages between Peruvian producers and 72 new potential customers. Arranged for sampling in a variety of handcraft media, including textiles, ceramics, wood products, silver jewelry, and candles.

Facilitated sales to major importers and retailers, including Melange, Gaiam, One World Projects, Aveda, eZiba, Tesoros Trading, AMS Imports, Culturas del Sol, Maine Cottage Furniture.

**Trainer for American Refugee Committee** Kenema, Sierra Leone  
2004

Provided a 3-part Making Cents business skills training course to ARC staff and partner organizations. Part 1 providing a foundation course in business skills to future trainers; Part 2 providing trainers with the knowledge, tools, and facilitation techniques to teach business management to microentrepreneurs; Part 3 facilitating a process to prepare trainers to develop business plans to ensure that they effectively identify and serve entrepreneurs with a quality product in a financially sustainable manner.

**Consultant** Inter-American Development Bank, Bolivia  
2004

Performed the final evaluation of the BID/FOMIN project, "Programa de Desarrollo Artesanal en Bolivia", a project which has improved efficiency in artisan enterprises throughout the country.

**Consultant** Centro Cape/Maos de Minas, Belo Horizonte, Brazil  
2004

Provided assistance in developing an export strategy for handcrafted product from Minas Gerais, including product evaluation, business capabilities analysis, and advice on serving specific markets in the US and Europe. Facilitated business with 8 buyers brought in for a major annual fair.

**Consultant to USAID's Malawi SALES** Malawi  
2004

Presented introductory workshops on the full range of Making Cents entrepreneurship skills training tools and demonstrated market demand for specific tools appropriate to a range of business development service providers.

**Trainer for Anatolian Artisans/GAP Development Project**  
2004

Provided Making Cents training of trainer's course to GAP community center managers enhancing their facilitation skills and enabling them to use Making Cents' Business Orientation Course to teach business management to microentrepreneurs.

**Consultant** A Different Approach  
2004

Reviewed collections of handmade product and made recommendations for expanding the line into Garden, Holiday and Religious markets.

**Consultant** DIFID's Program for the Promotion of Embedded Business Services in Ghanaian Export Markets, Action For Enterprise  
2004

Reviewed collections of handmade product and made recommendations for product development for US markets, and for making the most of opportunities to participate in major trade shows. Ongoing sales agent for SPB-UniCommerz.

**Consultant** Trade and Investment Program for a Competitive Export Economy, Chemonics International, Ghana  
2004

Assisted in developing a strategy for a proposal to increase exports of several commodities and products, including handcrafts.

**Trainer for Project Veronica** La Plaine, Port-au-Prince, Haiti

2003

Provided training in entrepreneurship skills using the Making Cents program, L'Esprit d'Entreprise.

Provided training and assistance in developing a sewing and embroidery enterprise, covering market-led product development, market identification, and development of marketing materials, costing and pricing, and materials sourcing.

**Consultant** Peru PASOS, Chemonics International

2001-2003

Coordinated efforts to build artisan enterprises in Ayacucho, Cajamarca, Huancayo, Hualhuas, Huancavelica, Cuzco, Juliaca, Pucallpa, and Puno.

Designed a collection of rugs and cushion covers for Raymisa in Ayacucho and presented them in US markets.

Designed a collection of accessory and accent items for Shipibo and Yine artisans in Pucallpa and presented them in US markets.

Designed a collection of handwovens in Cajamarca and presented them in US markets.

Placed these handcrafted products with key US customers including AMS Imports, Aveda Corporation, Caramba, Charity USA, Eziba, Gaiam Corporation, Maine Cottage Furniture, Melange Collection, One World Projects, Tesoros Trading Company

**Consultant** Artisan Enterprise Network, The Crafts Center, USA

2002-2003

Wrote "Packaging and Packing" and "Managing Financial and Physical Resources" modules for a 14-module training curriculum.

Provided advice on various aspects of the organization and delivery of the curriculum

Consultant to The Rainforest Workshop, Yachana, Ecuador (2003)

Provided key co-ordination and participated in a product development workshop involving four major US buyers (One World Projects, Aveda, San Diego Zoo, and Charity USA) and three artisan enterprises from three counties (Pontare from Ecuador, Aid To Artisans from Haiti, and MayaWorks from Guatemala.) The workshop generated orders for samples and/or production of more than 150 products.

**Consultant** The Rainforest Workshop, One World Projects, Ecuador

2001

Worked with importer One World Projects and their customers, Gaiam and Aveda, to develop new product lines.

Provided logistical support in all aspects of workshop participation to Shipibo and Yine artisans who had traveled from Peru for the event.

**Consultant** AGOA Linkages in COMESA (ALINC), International Executive Service Corps, Uganda and Malawi

2003

Provided marketing training in support of African Growth Opportunities Act (AGOA), to businesses ready to enter US markets. The training included numerous handouts of resources useful to participants' on-going understanding of US markets.

**Consultant** CONCADE, DAI/USAID, Bolivia

2000-2002

Completed an analysis of the potential for artisan enterprise development in the Chapare.

Recommended a strategy for working with craftspeople of the area to include entrepreneurship skills development, service to local and regional markets, and entry into international markets.

Provided training in entrepreneurship skills development using Making Cents BEST Game. Provided training in product development and production systems development to artisans in five communities in Chapare that included instruction to trainers. Provided training in improving the efficiency of production systems for basket makers, banana bark artisans and orange peel artisans. Provided staff training in marketing to ARTETROPIC association of artisan enterprises, covering all aspects of producing, marketing, and selling handcrafted products.

Facilitated access to new markets in Cochabamba, Santa Cruz, and La Paz. Facilitated relationships with export agents. As a result a selection of gift and home accent products were test marketed with US importers including key accounts such as One World Projects, which continues to sell products from ARTETROPIC upwards of five years later.

**Consultant**      The Crafts Center  
2002

Wrote a module on Packaging and Packing for the training curriculum, Artisan as Entrepreneur.  
Consultant to the government of Peru's vocational training institute, SENATI (2002)  
Provided production systems training to weavers in 8 different rural communities in Cajamarca, Peru.

**Consultant**      USAID's ADEX/MSP, Chemonics International/USAID, Peru  
2000-2001

Designed a collection of sweaters for CIRNMA, in Puno  
Presented the collection in US markets, selling two designs to eZiba.

**Consultant**      The Crafts Center in Marketing for Proarte, Nicaragua  
2001

Completed an analysis of production capabilities of six artisan workshops served by export NGO Proarte.  
Researched the US market for their skills and products.  
Successfully won back former customers and secured new ones, resulting in 43 market linkages.  
Provided training in how to exhibit successfully at an international trade show.

**Consultant**      AlpacaWorks, Bolivia, for Partners for the Americas/USAID  
2000

Designed a collection of sweaters for AlpacaWorks, comprised of 13 pieces, 6 of which remain in the line sold 6 years later  
Provided training and assistance in product presentation  
Facilitated connections to US markets.

**Consultant**      Uganda Community Tourism Association, for North Carolina Zoo  
2000

Developed and wrote the plan for a two-pronged strategy to develop community-based tourism and handcrafts for export, addressing rural poverty problems by developing entrepreneurship skills and facilitating access to markets.

**Consultant**      Business Development Services to ProMujer/USAID, Nicaragua  
1999

Analyzed the need for business development services among artisans in five communities.  
Provided training in strategies for market-led product development.

**Consultant**      INDEPCO, Haiti for Action For Enterprise  
1999

Analyzed capabilities of INDEPCO sewing cooperative and facilitated connections to new markets.

**Consultant**      USAID's Makalu-Barun Conservation Area Project for The Mountain Institute, Nepal  
1994-1995

Analyzed potential of artisan enterprises in the Makalu-Barun Conservation Area.  
Identified product to serve expanded markets and facilitated market linkages.  
Introduced Nepali Nettlecloth into US markets, tripling household income among participating weavers in a two-year period.

**Consultant**      Ruth y Nohemi for Self-Help Crafts/Mennonite Central Committee, Guatemala  
1995

Designed a collection of accessory items for Ruth y Nohemi vocational training institute to sell to Self-Help Crafts Stores, now called Ten Thousand Villages. Some items remain in the sold line 11 years later.