

**Hana Simegn WoldeHana**

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### **Academic Background**

#### **Ph.D. Candidate in Political Economy and Governance (2021 – Present)**

- Amhara Region State University

#### **B.A. in Management (2022)**

- Faculty of Business and Economics, Bahir Dar University

#### **M.A. in Leadership and Good Governance (2015)**

- Ethiopian Public Service University

#### **B.A. in English Language (2008)**

- Bahir Dar University

### **Research & Publications**

- **Factors Affecting Women Participation in Decision Making:** A case study of selected Bureaus in Amhara Regional State (MA Thesis – Grade: Excellent)
- **Service Delivery and its Impact on Customer Satisfaction:** A study of Bahir Dar, Gonder, and Dessie Metropolitans.
- **Factors Influencing Basic Commodity Exchange:** Focus on Amhara Metropolitans and Good Governance performance.
- African Trade Preference in the International Market (Seminar Paper)
- Women Political Participation and its Impact on Governance (Seminar Paper)

## **Professional Certifications & Training**

### **Consultancy & Management**

- **Certified Professional Management Consultant:** Recognized by the Ethiopia Management Institute.
- **Balanced Scorecard, Coaching, and Mentoring:** Certified professional training.
- **Entrepreneurship:** Certified training.

### **Digital & Technical Skills**

- **ToT on Digital Marketing & E-Commerce:** Includes Branding, E-commerce Strategy, Digital Marketing Planning, and Social Media Marketing.
- **Statistical Software:** Certified in SPSS (Statistical Package for Social Sciences) and MINITAB.
- **Information System & Technology Management:** Certified technical training.
- **Basic Computer Skills:** Certified proficiency.

### **Training & Research Methodology**

- **Training of Trainers (ToT):** Advanced instructional certification.
- **Research Methodology:** Specialized certification in academic and field research.
- **ToT in Home-Based Care (HBC):** Specialized healthcare-related trainer certification.

### **Core Competencies & Expertise**

- **Governance & Institutional Development:** Expert in Political Economy, Good Governance, Gender Mainstreaming, and Community Mobilization.
- **Organizational Transformation:** Specialized in Business Process Reengineering (BPR), KAIZEN, Change Management, and Mindset Transformation.
- **Strategic Performance Management:** Advanced skills in Balanced Scorecard (BSC), Project Management, and Monitoring & Evaluation (M&E).
- **Leadership & Human Capital:** Expert in Leadership Development, Team Building, Time Management, and Coaching/Mentoring.

- **Business & Digital Strategy:** Proficient in Business Plan Development, Entrepreneurship, and Digital Marketing/E-Commerce Strategy.
- **Research & Analytics:** Highly skilled in Research Methodology and statistical analysis using SPSS and MINITAB.