

Vacancy – Director Strategic Projects at Mapinga Premium Foods

Mapinga Premium Foods is an ambitious company, based in Dar es Salaam, Tanzania. In the three years since its founding, we grew from a start-up to market leader in crisps, well on our way to full utilisation of our brand-new production line. We pride ourselves on producing the best quality crisps in Tanzania, for an affordable price, made from potatoes grown by local farmers. Our next phase entails building on this great brand and scale our company in the coming years.

About Mapinga

Mapinga Premium Foods was launched in 2023 and currently employs over 200FTE. Mapinga processes Tanzanian potatoes, grown by local farmers, into high-quality, affordable crisps (under the brand name CheChe) that substitute expensive imports and fill latent local demand. In doing so we are building a domestic potato value chain that did not exist before: farmers have a reliable buyer, and consumers have a snack made in their own country and a variety of six different flavours, developed to their liking, to choose from: BBQ, Sweet Chili, Chili, Cheese Onion, Tomato and Salt. On a monthly basis we source and process more than 400t potatoes and we distribute to more than 10,000 dukas in three different regions. Our monthly volume and revenue are almost tenfold what it was 12 months ago.

By investing in processing capabilities and creating a market for high-quality potato products, the company sets out to transform the potato value chain. Off to a great start, we see lots of opportunities to accelerate growth in the coming years. Furthermore, this phase requires us to rethink and build the systems and processes that are needed for this next phase. This role offers a unique opportunity to build upon a young, exciting, qualitative brand and make a lasting impact on the local economy and food system in Tanzania.

Mapinga is a Veris Investments company. Veris Investments is passionate about making a lasting impact on global food security and actively does so by investing in the development of a strong and competitive food sector in Sub-Saharan Africa. Veris Investments focuses on making long-term equity investments that support the availability and affordability of food while also positively contributing to the long-term stability of the food system. The projects supported by Veris Investments are actively involved across the entire food value chain. Veris has developed and invested in multiple successful consumer products businesses based in Sub-Saharan Africa including Senselet Food Processing in Ethiopia that was exited to PepsiCo (Lays), Holland Dairy with co-investor FrieslandCampina and Yalelo, the largest aquaculture company in Sub-Saharan Africa, with operations in Zambia and Uganda, from where it also serves Kenyan consumers.

Director Strategic Projects

The main objective of the Director Strategic Projects is to help drive our ambitious growth and optimisation agenda. Together with the Management Team of Mapinga, you will lead strategic projects that are crucial for our company's performance. Energetic management style, strong analytical skills, business acumen and rigorous execution are key for this role. As a Director Strategic Projects in our fast-expanding company, there are numerous opportunities to take on

responsibilities and personal development potential. You will be well positioned to transfer into a senior executive role once you have been able to successfully fulfil this role.

In your first year you are expected to set up a structured approach to drive projects across the organization, optimizing our route to market, operations and sourcing:

- Spend real time in the field. Visit potato farmers, visit other stakeholders in the potato value chain; spend time with the operators on the line, drive along on sales routes, visiting dukas and supermarkets that sell CheChe crisps.
- Run set initiatives to completion, e.g., taking control over the potato supply chain from minituber to crisp, getting the production site ready for the next stage in product flows, warehousing and quality, automating sales and distribution routes with a clear understanding of effective sales tactics, clear and effective S&OP
- Run structured, data-driven experiments. Test new products, new packaging, new distribution models at a small scale, measure and decide whether to scale or dismiss
- Work with teams across the organisation. You will rely on people across the sales, production, procurement and finance team to get things done.
- Build and maintain strong relationships with key local partners.
- Report directly to the senior executive team and Veris, providing clear insights, forecasts, and recommendations.

Job requirements:

- More than 7 years of progressive experience in private equity, strategy consulting, a management role in a fast-growing company or a commercial role in the FMCG- or food sectors.
- Strong execution skills, action-oriented and hands-on, able to roll up your sleeves, and drive results in a fast-paced environment.
- Analytical mindset and strong problem-solving skills, ability to provide clarity and make things simple in a complex environment.
- Ability to work independently and manage multiple strategic projects simultaneously.
- Ability to manage and develop high-performing, engaged and happy teams.
- Eagerness to take the next leap in your career with Mapinga in Dar es Salaam, Tanzania and commit for at least 3 years.
- Experience in managing a team is preferred.

We Offer:

At Mapinga, we offer more than just a job — we offer a chance to be part of a fast-growing company in an energetic and ambitious team. You'll join a company that values initiative, entrepreneurship and collaboration, while giving you the room to grow and advance your career. We are offering you a competitive package. Furthermore, you'll have the opportunity to shape a brand that's expanding rapidly in the market and becoming a household name in a country with a population of over 70m people and making a real impact shaping demand for local agriculture. If you're driven, hands-on, and excited to grow with us, we'd love to hear from you.

Interested? Send your application to vacatures@verisinvestments.com.