

Bereketeab Haileeyesus

Programme Support & Research | Africa–China Digital Development

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Profile

Every project starts with research: understanding the people, requirements, and context before any plan or build. That approach has shaped my work across programme and event delivery — from the 20th ILO Regional Conference for Labour-Based Practitioners (AU Headquarters, 2025) to Ethiopia's national Miss/Mr International pageant, a leadership programme I helped run end-to-end for 150+ contestants and 10,000+ public votes, three years running. A technical immersion in China this year — visits to Huawei and TD Tech in Hangzhou and Chengdu, and advanced training at the Huawei Global Training Center — gave me a first-hand view of how China's digital infrastructure model operates at scale, directly relevant to Development Reimagined's work on Africa–China engagement. I'm looking to bring that same research-first, delivery-focused approach to the Africa–China Team's research, policy analysis, and programme work.

China Immersion: Huawei, TD Tech & Digital Infrastructure at Scale

- **Site visits — Huawei & TD Tech, Hangzhou & Chengdu (Summer 2026):** Visited Huawei and TD Tech facilities in Hangzhou and Chengdu, observing how AI, data, and intelligent systems are integrated at national scale — direct exposure to the digital infrastructure model China is exporting across Africa, a core theme in Africa–China development and trade policy.
- **Advanced Technical Training, Huawei Global Training Center:** Completed hands-on, senior-engineer-level training in E2E DevOps, Kubernetes operations, DeepSeek and large language models, model fine-tuning, and end-to-end AI application development — the same technology stack underpinning China's digital economy exports and smart-infrastructure partnerships with African governments.
- **Relevance to the role:** Returned with a first-hand, technical understanding of how Chinese tech firms operationalise AI and digital infrastructure — insight directly applicable to Development Reimagined's research on technology transfer, digital economy partnerships, and Africa–China trade and investment.

Skills for Research & Programme Work

- **Research-First Process:** Every project begins with research — stakeholder needs, requirements, precedent, and literature/context review — before design or delivery; applied consistently across government, NGO, startup, and event programmes.
- **Programme & Event Delivery:** End-to-end management of large public and institutional programmes — registration, logistics, ticketing, accreditation, on-site operations, and stakeholder coordination — for audiences from UN agency delegates to 150+ pageant contestants and thousands of public participants.
- **Stakeholder Engagement & Communications:** Direct coordination with government bodies (INSA, EABC), international organisations (ILO), and cross-border partners (Canada, UAE) to scope, deliver, and report on projects.
- **Digital Economy & Technology:** Working knowledge of AI/LLM infrastructure and digital public infrastructure — grounded in building government platforms in Ethiopia and first-hand exposure to China's digital infrastructure model.

- **Tools:** Python, SQL, Figma (presentation & reporting design).
- **Languages:** English (professional working proficiency), Amharic (native).

Programme & Research Experience

INSA (Information Network Security Administration) — Programme & Platform Delivery | DevOps — 2023–Present

- Researched requirements and delivered the end-to-end registration, accreditation, and payments programme for the 20th ILO Regional Conference for Labour-Based Practitioners (AU Headquarters, 2025), coordinating directly with ILO organisers on programme logistics and delegate needs.
- Ran operational research and built the tracking system behind a government-wide fuel programme spanning 250+ vehicles, including field units outside Addis Ababa.
- Studied procurement workflows to automate the Ethiopian Agricultural Businesses Corporation's fertiliser programme, cutting manual coordination steps.
- Scoped and deployed AI/LLM infrastructure adopted across multiple government and partner programmes — applied research into the same technology stack behind China's digital infrastructure exports.

NEGED ET (Startup) — Co-Founder, Programme & Platform Lead — 2025–Present

- Led programme operations for Miss/Mr International Ethiopia, a national leadership pageant — registration, voting, ticketing, badging, and gate operations — for 150+ contestants and 10,000+ public votes, three consecutive years; a winner went on to represent Ethiopia at Miss International in Tokyo.
- Researched and built a digital business-card and networking platform (Kurucard), used by Beza Posterity Development Organization for investor-relations outreach.
- Delivered a digital marketplace programme (Maguyea) connecting verified talent with casting professionals.

People to People Aid Organization, Canada — Programme Support, Community Asset Mapping — 2024

- Researched user needs and local context (Figma design research, Agile workflow) before building asset-discovery and crowdsourced-contribution features for a Canadian NGO's community programme, including multi-language localisation for cross-cultural delivery.

Upwork — Microsoft-Sponsored Developer Research Study (MSFT391) — Research Participant/Contributor — 2024

- Contributed to an international research study on AI-assisted development workflows, commissioned by Microsoft.

Education

Debre Markos University — B.Sc. Software Engineering (2019–2024)
Ranked 2nd among the Institute of Technology's 2024 graduates, GPA 3.92.

Certifications & Achievements

- **Advanced Technical Training Certificate**, Huawei Global Training Center, 2026 — E2E DevOps, Kubernetes O&M, DeepSeek, LLM fine-tuning & AI application development (*see China Immersion, above*).
- **Mobile Device Management Training**, Edoxi Training Institute, Dubai, UAE, Nov 2025 — 35-hour certification.

- **Dereja Academy Accelerator Program**, in partnership with Mastercard Foundation, 2024 — 3-month accelerator (Aug–Oct 2024).
- **Competitive Programming:** ACPC 2021 — 11th place; first to solve Problem A.
- **Best Project Award**, Debre Markos Institute of Technology, Jul 2024 — “One Card System for Debre Markos University.”

Languages

- English — professional working proficiency
- Amharic — native