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## **LIDA M. FITTS**

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Ms. Lida M. Fitts serves as the Country Manager for West and Central Africa for the U.S Trade and Development Agency, where she develops and implements USTDA grants in 20 countries in the region.

Ms. Fitts has over 10 years of experience creating and managing international trade development programs. Ms. Fitts began working in Africa in 1998 as a Business Development Volunteer for the U.S. Peace Corps in Cotonou, Benin, where she consulted small and medium businesses on developing new markets. Since then, she has travelled and worked in 20 African countries and has managed Africa-specific trade capacity building efforts for 7 years.

Prior to joining USTDA in January 2008, she led export promotion programs in Africa and the Middle East for International Executive Service Corps (IESC). As IESC Program Manager for Morocco, she developed export strategies for Moroccan companies that resulted in over \$74 million in increased exports. Previously, as Program Manager of The Crafts Center, she advised exporters in 81 countries on how to access new markets. Prior to her international development work, Ms. Fitts was an Account Executive at LobsenzStevens, a New York public relations firm, where she created market entry strategies for international and domestic technology firms.

Ms. Fitts holds a B.A. degree from Davidson College, speaks French and has written numerous articles on international trade.