



# WILLIAM A. NEAL MBE

## COUNCILLOR CANDIDATE

**Objective:** *As a BCCI Councillor, utilize my communication expertise in fostering the economic growth and social wellbeing of the nation, promote and protect commerce nationally, regionally and internationally especially in the agro-business sector as well as enhance advocacy efforts to shape policy and increase market share especially in CARICOM.*

## PROFESSIONAL CAREER

William A. Neal holds a Master of Arts degree in English (Technical and Professional Communication) from East Carolina University after winning a full academic scholarship through the Organization of American States (OAS). He is presently working as the Communication and Government Affairs Officer at Belize Sugar Industries Ltd. (BSI) after completing a 5-year stint as Dean of Student Affairs for the University of Belize. Most people know him, however, for his work as a television host—Open Your Eyes, KTV and Duets—and television journalist with Channel 5 for which he has won several awards including two CNN World Report Awards. He was awarded an MBE in 2007 for his contribution to the development of the Arts and entertainment in Belize and prides himself as an advocate for Youths and the Arts. He has worked in various capacities: Communications Officer for UNICEF; Director of Institute of Creative Arts (ICA); teacher at the primary and secondary levels; PR consultant for the Inter-American Bank; and Television journalist/host for more than 25 years.

### **Communications and Government Affairs Officer, Belize Sugar Industries Ltd. (BSI).**

#### **Responsibilities**



#### Public Relations and Media Representative

- locally for the northern sugar industry
- regionally for the Sugar Association of the Caribbean (SAC)
- CARICOM - Sugar Industry of Belize



#### Liaison Officer

- Government of Belize primarily with Ministers, CEOs and Technical staff of line ministries that are important to the sector.
  - o Agriculture – Sugar sector advancement and reform
  - o Ministry of Trade – advocacy at the CARICOM level, policy changes at COTED
  - o Customs Department – Regional advocacy for Sugar Monitoring Mechanism,
  - o Bureau of Standards – regional sugar standards, CROSQ