



PRESS RELEASE - For Immediate Release

GSA Announces New Executive Committee and Advisory Board

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The Global Shea Alliance (GSA) is pleased to announce the 2020-2023 Executive Committee and Advisory Board Members. The Executive Committee is the highest governing body with a mandate to provide member representation, strategic direction, and oversight of Secretariat activities.

The newly elected committee is made of two (2) brands and retailer representatives, two (2) suppliers representatives, one (1) representative from the women shea collectors and processors, one (1) NGO representative and five (5) representatives from national producers' associations.

The GSA also announced three advisory board members to support the Executive Committee - USAID West Africa, Enhanced Integrated Framework and The Sofi Tucker Foundation. The Advisory Board are major financial contributors and supporters of GSA projects.

The GSA recently completed an electoral process to replace the old Executive Committee Members after the General Assembly made changes to the governance manual in March 2019.

Simballa Sylla, CEO of Mali Shi, and President of the Global Shea Alliance said: *“The multi stakeholder representation of the new board is an indication of the convening power of the GSA and an exciting opportunity for all the new members. The combined experience of the new board will enable us address the women empowerment challenges and the protection of the ecosystem.”*

Detailed bios of the newly appointed Executive Committee members can be found here [‘GSA Governance’](#)

Note to editors

About the Global Shea Alliance

The Global Shea Alliance (GSA) is a non-profit industry association with 560 members from 35 countries including women's groups, brands and retailers, ingredient suppliers, and NGOs. Through public-private partnerships, the GSA promotes industry sustainability, quality practices and standards, and demand for shea in food and cosmetics.

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