



**Hon. Axel Marcel Addy**  
*Ministry of Commerce and Industry*  
*Republic of Liberia*

Honorable Axel Marcel Addy has served as Minister of Commerce and Industry under Her Excellency, Ellen Johnson Sirleaf since April 2013. During his tenure as Minister of Commerce, Mr. Addy has achieved a number of accomplishments, including hosting the first international conference to empower small-medium enterprises (SMEs) in Liberia; launching the Liberia Innovation Fund to encourage entrepreneurs to make impact investments in key sectors; and representing Liberia as head of delegation for the World Intellectual Property Organization (WIPO) and the AGOA Forum.

Mr. Addy was first appointed to serve in Her Excellency, Ellen Johnson Sirleaf's Government in May 2012, as Deputy Minister for Administration at the Ministry of Commerce and Industry. He was later appointed Deputy Minister for Commerce and Industry in August 2012. As Deputy Minister for Administration, Mr. Addy commenced the Ministry's rebranding program by facilitating internal reforms including the revamping of the Ministry's website, donor negotiations for technical assistance, staff capacity building activities, and the development of the Ministry's national budget. In his role as Minister, Mr. Addy has continued to oversee reforms such as restructuring the Human Resource Division; installing a system to generate trade statistics reports; promoting the automation of the Financial Management System; establishing the Special Projects Implementation Unit to improve donor coordination and management of donor resources; and facilitating inspection reforms and ongoing reform of the Copyright and Industrial Property Office. Mr. Addy has also worked to strengthen Liberia's engagements as an active member of regional and international institutions including the Mano River Union, ECOWAS, AU, UN, WTO, WIPO, and ISO.

Prior to joining government, Mr. Addy, served as the founder and first Country Representative of Population Services International (PSI) Liberia from 2008 through 2012. As the Country Representative, Mr. Addy was the most senior executive of PSI operations in Liberia, overseeing PSI Liberia's programs and its strategic direction and growth. Over the course of four years, Mr. Addy developed a strong partnership with the Ministry of Health and Social Welfare and the Ministry of Youth and Sports, and strong relationships with donors; in the first three years of launching PSI Liberia, Mr. Addy secured over \$5 million from UNICEF, UNFPA, USAID and the

Global Fund. Mr. Addy led PSI Liberia to develop SmartChoice, an integrated program to address HIV and teen pregnancy through a youth-led radio program and Liberia's first social marketing condom.

Prior to taking the post as the Country Representative of PSI Liberia, Mr. Addy was the President and CEO of Alexa Inc., a Liberian owned consulting firm providing professional business solutions and services. Mr. Addy was responsible for the firm's management and new business development; sourcing new business opportunities in Liberia.

In his personal life, Mr. Addy and his wife Fatu Addy donate part of their time to support education, the arts and sports in Liberia. They currently support the Gbowee Peace Foundation for scholarships for girls' education in Liberia and the Liberia Tennis Federation. Mr. Addy has facilitated fundraisers to help various organizations and support various causes in and out of Liberia.

Mr. Addy holds a B.A. in political science from California State University and an M.A. in African Studies from the University of California-Los Angeles (UCLA).