



## **Helen Loftin – Biography**

Regional Project Manager: Islamabad, Pakistan  
MEDA

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Helen Loftin is MEDA's regional project manager based in Islamabad, Pakistan, where she manages the ongoing development and implementation of three women's economic development projects in Pakistan. She is the Chief of Party for the new USAID-funded \$30million “Entrepreneurs” project that focuses on increasing incomes for women in the most marginalized areas of the country.

Helen has expertise in project and team management in many sectors and settings. She has developed business plans for enterprises in Pakistan, Afghanistan, India, Bangladesh and in Canada - addressing the myriad business challenges faced by marginalized women and facilitating their participation in commerce.

Other consulting assignments in Ethiopia and Mozambique provided clients with deeper understanding of, as well as tools for, the practical application of value chain principles in building effective pro-poor programs.

In her 20+ previous years before joining MEDA, Helen co-managed a successful family contracting business and consulted for many small businesses in Canada in a diverse range of industries. She is a graduate of business administration studies and holds an MBA from Wilfrid Laurier University in Waterloo, Canada.