



**Troy Holmberg** · 2nd

African Impact Entrepreneur | Superfood and Nutrition Executive | Passionate about Sustainability, Impact and Improving the World

Provo, Utah, United States · 500+ connections · [Contact info](#)

Asante Foundation



Cornell University

## Experience

### Managing Director

Asante Foundation

Jan 2000 – Present · 21 yrs 4 mos

Mombasa, Kenya

Mission to alleviate poverty through sustainable enterprise in Kenya. Projects include Yehu Microfinance; Coast Coconut Farms, Amani Village and Mtimsitu Eucalyptus Farms.

### Chief Executive Officer

Live Love Well LLC

Feb 2018 – Aug 2020 · 2 yrs 7 mos

United States

Live Love Well aims to be the premier grower and distributor of organic superfoods out of Africa. Our primary product is moringa oliefera, the most nutrient-dense green on the planet. Our vision is to eradicate poverty, heal the planet and spread happiness by planting tens of millions of moringa trees and improving the nutrition and health of millions across t ...see more

### Co-founder and Managing Director

**Asante Capital EPZ, Ltd.**  
 Oct 2015 – Sep 2018 · 3 yrs  
 Mombasa, Kenya

Asante Capital EPZ, Ltd. is a sustainable agro-forestry project on the south coast of Kenya. We work with hundreds of small-holder farmers growing eucalyptus trees and ginger for timber and essential oils. The small-holder farmers function as out-growers around our central farms where we provide training, inputs and financing to help them grow th ...see more



## Director of Engineering Good & Social Innovation

**US Synthetic**  
 Apr 2002 – Oct 2015 · 13 yrs 7 mos  
 orem, ut

I am the Director of Engineering Good and Social Innovation at US Synthetic, the global leader in diamond engineering solutions. In that role I help US Synthetic build and inspire the next generation of problem-solvers and innovators in the community through STEM education and outreach efforts. As part of my role at US Synthetic, I direct the Asante Foundation ...see more

## Founder

**Basa Body**  
 2006 – Oct 2012 · 6 yrs  
 Utah and Mombasa, Kenya

Basa's core mission is to satisfy consumers who desire natural skin-care products made with organic ingredients that do not harm the environment. It was created as a social for-profit company designed to help create economic opportunities and wealth for Kenyan women at the base of the economic pyramid so they can pull themselves out of poverty for good.

Show 2 more experiences ▼

## Education



### Cornell University

MBA, International Entrepreneurship; Manufacturing  
 1997 – 1999  
 Activities and Societies: Foreign exchange in St. Gallen, Switzerland  
 graduated with distinction



### Cornell Johnson Graduate School of Management

MBA, international entrepreneurship, manufacturing, social business  
 1997 – 1999

**University of Utah**

Honors BS, Finance

1988 – 1994

Activities and Societies: Sigma Chi, Student Government for Business School

Summa Cum Laude

**Show 1 more education** ▼**Skills & endorsements****Entrepreneurship** · 60Endorsed by **Geoff Archer, PhD and 2 others**  
who are highly skilled at this

USSynthetic

Endorsed by **16 of Troy's colleagues at US Synthetic****Leadership** · 36

USSynthetic

Endorsed by **8 of Troy's colleagues at US Synthetic**Endorsed by **9 people who know Leadership****Strategic Planning** · 28

USSynthetic

Endorsed by **9 of Troy's colleagues at US Synthetic**Endorsed by **8 people who know Strategic Planning****Show more** ▼**Recommendations****Received (2)****Given (8)****Katrina Lantz**Neuro-development  
Undergraduate Student  
Researcher at Brigham  
Young UniversityDecember 9, 2020, Katrina  
reported directly to Troy

Troy Holmberg is the real deal, and has been working hard to create an entrepreneurship model that will lift a lot of boats, both in the U.S. and in Africa. The way I look at social impact is totally different because of his excellent example. I feel like my horizons have been broadened by seeing what kind ... **See more**

**Sam Lentz**

Working with Troy at Yehu Microfinance was one of the best

**TLA Operations Lead**

September 10, 2009, Sam  
reported directly to Troy

decisions of my life. Troy is very dedicated to the people the organization serves, and he made my experience as a volunteer meaningful and enjoyable. I value and respect his leadership, his character, and his sincerity. He's the kind of person ... **See more**

