



BIO

Steven W. Honeyman, Country Representative PSI/Nepal

Steven W. Honeyman has been implementing social marketing projects in developing countries for the last fifteen years. During that time, he has undertaken more than 45 different social marketing projects in Burma/Myanmar, the Central African Republic and Nepal. Mr. Honeyman has worked on projects for HIV/AIDS prevention; maternal and child health (including nutrition, diarrheal disease prevention and treatment and malaria prevention); reproductive health (including emergency contraception); a wide variety of family planning interventions (including mobile service delivery in rural areas of voluntary surgical contraception); and snakebite prevention. He has used various models of social marketing throughout his career including a wide-range of free, subsidized and for-profit social marketing approaches and has implemented social franchising networks in various settings.

Mr. Honeyman joined Population Services International twelve years ago as a Country Representative and focuses his work on new social marketing approaches as well as new product and service innovations. During his time at PSI he has launched 28 products and services in the countries where he has worked. He has traveled to more than two dozen countries in Africa, Asia and the Americas for PSI. Prior to his career in social marketing, he worked for ten years in the private sector in the banking industry, the entertainment industry and as founder and president of his own music recording label and publishing companies. Currently, Mr. Honeyman is located in Kathmandu, Nepal where he leads an MCH social marketing program comprised of pediatric zinc treatment for under-fives, micronutrient-laden infant cereal, LLIN distribution for malaria prevention and chlorine solution (safe water systems) for diarrheal control.

