



Jehiel Oliver Founder & CEO

Bio:

Jehiel Oliver is the founder and CEO of Hello Tractor, an agricultural technology company that connects tractor owners with smallholder farmers in need of tractor services. At Hello Tractor, Jehiel is responsible for overall management and strategy. He has been honored with numerous awards for his work in social entrepreneurship including being recognized by Foreign Policy Magazine as a Top 100 Global Thinker and a World Economic Forum Circulars inaugural cohort member. He was appointed under the Obama Administration to serve two years as a member of the President's Advisory Council on Doing Business in Africa, where he most recently chaired the technology subcommittee. Throughout his career, Jehiel has sat on various investment fund boards and currently serves on the board of directors for Root Capital. Prior to Hello Tractor, Jehiel worked in the US in investment banking, private equity, and consulting. He lives with his wife and two daughters in Nairobi, Kenya

Company Profile:

Rapid urbanization, aging farmer populations, and the drudgeries of farm work, have depleted rural labor supply and left viable farmland idle. Mechanization helps farmers plant 40x faster at 1/3 of the cost, yet tractors often sit idle because there's no market to serve smallholders. Hello Tractor works like Uber to get tractor services to smallholder farmers. Their inexpensive tracking device and software allow farmers and tractor owners to book connected tractors from their phones. Farmers get a critical service formerly unavailable to them, banks see an asset recovery solution, dealers and fleet owners see a fleet optimization opportunity, and governments see a low-cost way to manage large-scale mechanization schemes. Currently serving over 630,000 small farmers across Africa with over 4,000 tractor and combine owners and 3.5 million acres under management. Hello Tractor's technology is successfully unlocking investment to create and drive the tractor market for smallholder farmers.

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