



Bwalya Melu

Senior channel / product director



For Bwalya Melu, AIDS and Africa are personal subjects.

Soft-spoken Bwalya, who oversees World Vision's HIV and AIDS, malaria, and economic development work, has seen his own family suffer as a result of this devastating disease. AIDS claimed the lives of three of his brothers and their wives in his native Zambia, one of the world's poorest countries. But through his work for World Vision, Bwalya is able to make a difference in the lives of children who are orphaned or made vulnerable by disease and poverty.

After earning a degree in sociology and African development from the University of Zambia, Bwalya was introduced to World Vision and was moved by the work they were doing in Africa—so moved that he became the national director for World Vision's Zambia office. Later he became the international programs director for World Vision in the United Kingdom. He joined the U.S. International Programs team in 2003 as sponsorship program specialist, and in 2007 moved to the Donor Engagement team into his current position as senior channel / product director.

Part of Bwalya's role is to make sure that donors are accurately informed about World Vision's work in relation to HIV and AIDS, malaria, and economic development and that these programs achieve their desired outcomes. "I work to ensure that we do what we say we're going to do, in the manner we say we're going to do it," he says.

Bwalya finds great joy in seeing lives changed by programs he has helped to implement. One such program was the distribution of mosquito nets to communities in malaria-prone Zambia in 2010. The results were astounding: an up to 60 percent reduction in the number of malaria cases in these communities. Thanks to this incredible success, enough nets to cover 4 million people have now been slated for distribution to communities in Mozambique, Mali, and Kenya.

As Bwalya explains, this success is not simply due to WV distribution of mosquito nets but also the result of World Vision's history of developing relationships over the course of many years in these communities. "Because of these relationships, the trust is there," he says. "This trust allows us to bring more focus and clarity to help these communities move from surviving, to thriving. It's exciting," he says, "to see those changes happening right now—not down the road. We're getting to places where people are becoming more optimistic and have greater hope in their lives."



Bwalya's mission in life is to follow God's call, wherever that may take him. In 2008, that meant spending eight months serving as national director for Zimbabwe during a time of critical transition for the country. "If God gives you a vision," he says, "you go do it." Back home in the U.S., the married father of four feels he is exactly where God has called him to be, focusing on helping communities all over the world. "I wanted to come back," he says, "to continue my global reach. I've learned a lot about how to take something from one area and where appropriate, apply it elsewhere."

Bwalya Melu is based in the Seattle, WA area.

For speaker availability, please contact:

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