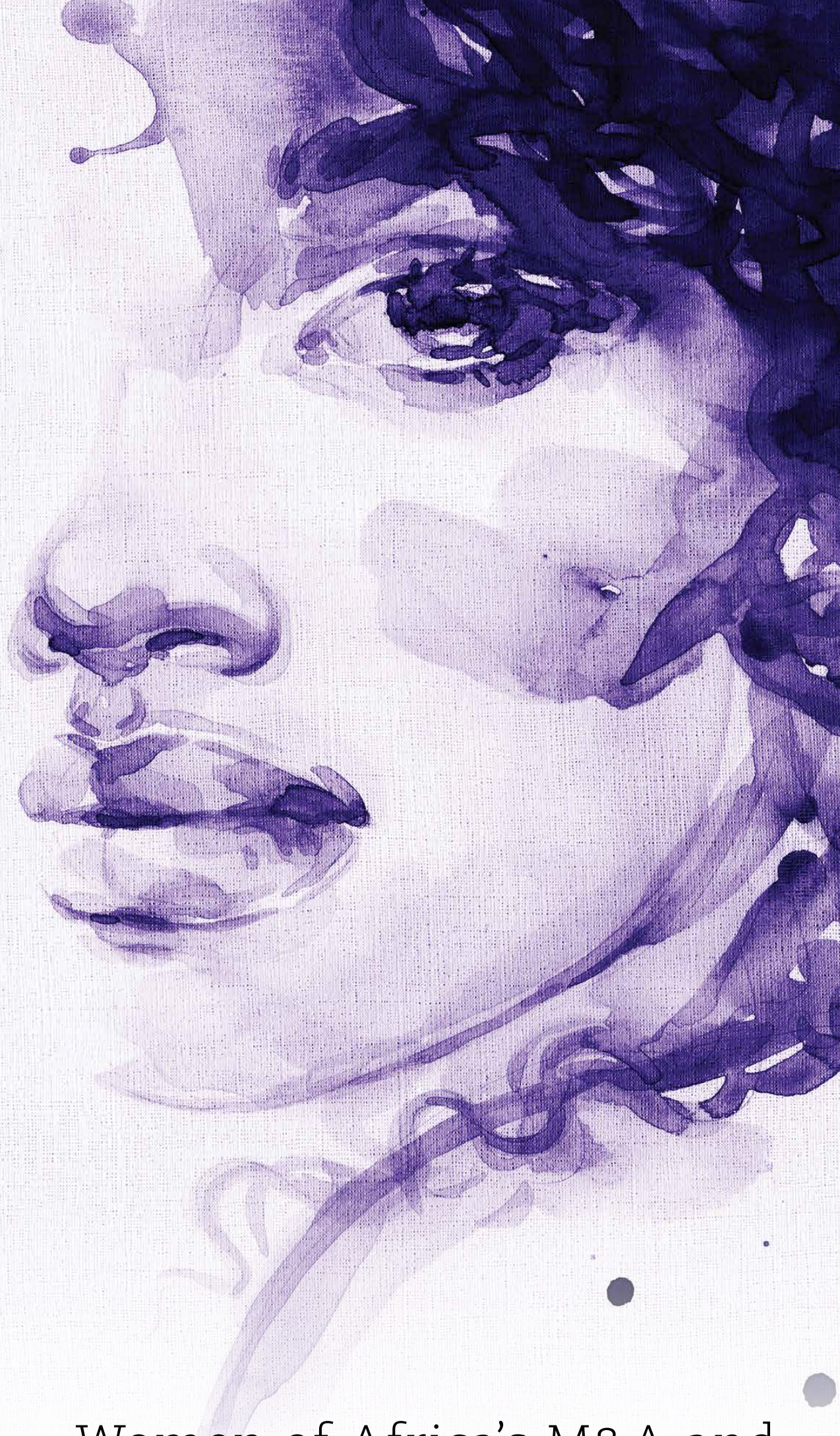


DealMakers AFRICA

WOMEN 2023



Women of Africa's M&A and
Financial Markets Industry



FOREWORD



Marylou Greig
Editor

DealMakersAFRICA WOMEN 2023

Women of Africa's M&A and Financial Markets Industry


The 2030 Agenda for Sustainable Development, launched by a UN Summit in New York in September 2015, calls for us to "leave no one behind." As gallant as this may sound, this vision cannot be realised without the full participation and empowerment of women, who make up half the world's population.

In Africa, Women's Day is commemorated annually on 31 July, although some countries on the continent celebrate at different times of the year. It is a day to remember and celebrate the contributions that African women have made, and to recognise the critical role that women have and continue to play in the development of the continent.

According to a new global report released by UN Women and UNDP (United Nations organisations) at the Women Deliver Conference held in Kigali, Rwanda in July 2023, no country has achieved full gender parity, and fewer than one percent of women and girls live in a country with high women's empowerment and a small gender gap.

Empowering women not only improves the lives of individual women, but it also accelerates developmental progress for society as a whole, as evidence shows that women tend to invest a higher share of their income in their families and communities. Empowering women economically helps to reduce poverty and hunger, improve child education and health, and builds resilience to disaster and climate change.

Ellen Johnson Sirleaf – Liberian politician, recipient of the Noble Peace Prize, and first woman to be elected head of state of an African country – once said, "If your dreams do not scare you, they are not big enough."

The pages of this year's feature profile women who have inspiring stories to tell, who have dreamed big, and whose hard work, resolve and sheer determination have paid off. These leaders in the M&A and financial markets space share their experiences and offer invaluable insights to give courage to those seeking to follow their dreams. 

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Q&A



Ivy Deh

Head: Global Markets Sales



Q *Where did your corporate finance journey begin, and what led you to pursue a career in the space that you are in?*

A This journey didn't start the way I wanted, but it has been more than I could ever have wished for. Growing up, I always wanted to be a psychologist or get a career in HR. But after grad school, I applied for the then Barclays Africa Leadership Program. This was right after my studies in Scotland... I chose the Service Delivery option, which I had thought was a front office role, but was actually an Operations role. Anyway, after passing the interview in London, I packed my bags and returned home to Ghana to start work. I was then asked to take part in another interview in Ghana, where I was given the unfortunate news that I was not successful. This setback made me disheartened and very confused. However, three months later, I received a call from HR, to say that Barclays had another offer for me as a Treasury Analyst in the Treasury Department (now Global Markets). This role was a new one and gave me a great opportunity to make the most of it. It got me working on the ALM Desk, a stint with coverage bankers, client meetings analysing the financials of banks and preparing competitor analysis for the top four banks by building networks and relationships with colleagues in those banks. So, that is how my journey began, and it has been fulfilling ever since.

Q *Did you have a mentor at any point in your career? If so, who were they and what did you learn from them?*

A I have had informal mentors since I joined the bank, some of whom I observed

from afar and whom I aspired to be like. I just recently got a mentor. But throughout my 19-year journey, I have been fortunate to work with great line managers and Heads of Departments who opened doors for me, were genuinely interested in seeing me get to the very top, pushed and challenged me, and never made me feel disadvantaged because I was a woman. Interestingly, they were all men. My key learnings from them were their sheer grit, their desire to excel, their ability to build a fantastic team of "A" players, and a habit of constant learning. I am now in the position where I mentor women in the workplace and young adults outside work, and these learnings have formed a strong foundation for me to impart to my mentees.

Q *What are some of the most memorable projects you have worked on?*

A I have had the opportunity to work on various projects both in Retail and CIB which have all been fulfilling. One of my great professional accomplishments is the setting up of the first-ever Private Banking model for High Net-Worth clients in Barclays Ghana – Premier Banking. I was part of a team of two that delivered this novelty in the Ghanaian Banking Industry from scratch. The entire project management, including the look and feel of the Premier brand, and recruiting the first 250 clients, gave me skills and opportunities that I could never have learnt in a classroom. As an ordinary relationship manager, I had to sit and collaborate with Change Management, Product Development and MCR Teams to deliver a high net worth brand which would appeal to the targeted

audience. Absa Ghana Premier Banking is still a very strong brand, and I continue to cherish the relationships that I built with clients during this process. Most of whom are Key Business Decision makers in corporate institutions that I currently deal with in my role in Global Markets.

Q *What piece of advice would you give a young woman joining your team?*

A See every problem you face as an opportunity to start the next best chapter of your life. Just go for it; all the power you need lies in you. Never feel that you are at a disadvantage because you are a woman, but rather work hard, learn always, and be ready for a seat at the table anytime the opportunity comes. Be respectful and ready to learn from everyone, both high and low.

FUN FACTS

Current book on your nightstand:

Outliers by Malcolm Gladwell. Read it years back, but still go back to it every now and then.

Preferred music genre: Christian Music.

Preferred holiday destination:

Maldives. I am an island person, even though I'm still not done with swimming lessons.

Three words that your colleagues would use to describe you: "Where there's an Ivy, there's a Way" (I know it's a phrase, but that's what they say about me and it perfectly sums up who I am and what I stand for– LOL). 📌

