



THE REACH SUMMIT

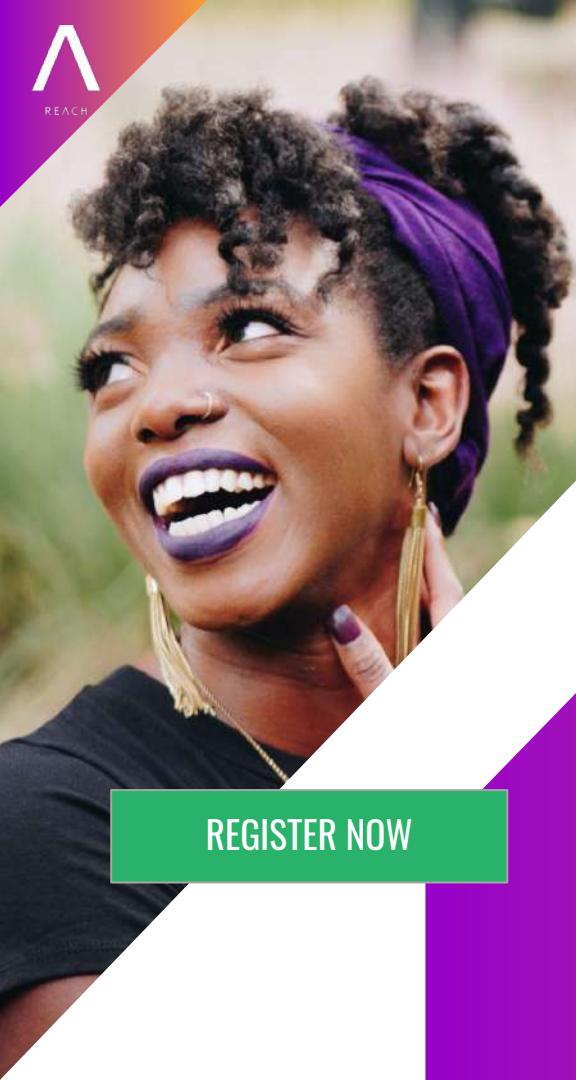
Saturday, 4th December, 2021
1PM Accra | 2PM Lagos | 4PM Nairobi

A Live Virtual Event

Theme:

Your Best Life Is Within REACH





Theme:

Your Best Life Is Within REACH

The REACH Summit is an online interactive livestream that features teaching, coaching, and tested solutions to career and money management challenges in 21st century urban Africa.

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Event Overview

Keynote: Creativity - the Undisputed Career Accelerator

3 Panels

Insightful discussions where experienced panelists share stories, tools and strategies for navigating financial challenges

- A** Managing Black Tax and Thriving Nonetheless
- B** Managing Finances as a Couple
- C** Your MBA is useless (And other lessons for African entrepreneurs)

3 Workshops

Interactive sessions, with trusted industry coaches; participants will receive checklists, worksheets, and templates to accelerate their success

- A** How to Find, Grow and Sustain the Career Meant for You
- B** How to Double Your Profits with the right Market Partnerships
- C** The ABCs of a job application that stands out and gets you hired

6 Career Rooms

Learn what it takes to break into and accelerate your career in key industries. Meet employers, apply for over 500 job opportunities for early and mid-level professionals.

Career rooms are structured in 4 parts:

- A** Getting in
- B** Getting the first promotion
- C** Getting to manager
- D** Getting to C-Suite

Event Schedule

Session 1

1:00pm GMT

Panels A, B and C run at the same time: 1pm Accra | 2pm Lagos | 4pm Nairobi

- A. Managing Black Tax and Thriving Nonetheless
- B. Managing Finances as a Couple
- C. Your MBA is useless (And other lessons for African entrepreneurs)

Workshops

2:00pm GMT

Workshops A, B and C run at the same time: 2pm Accra | 3pm Lagos | 5pm Nairobi

- A. How to Find, Grow and Sustain the Career Meant for You
- B. How to Double Your Profits with the right Market Partnerships
- C. The ABCs of a job application that stands out and gets you hired

The Keynote

2:45pm GMT

Keynote Address: 2:45pm Accra | 3:45pm Lagos | 5:45pm Nairobi

Creativity - the Undisputed Career Accelerator

Career Rooms

3:00pm GMT

All Career Rooms run at the same time: 3pm Accra | 4pm Lagos | 6pm Nairobi

- A. Health & Medical Lab Sciences with 54gene
- B. Agriculture, Development & Social Impact
- C. Banking, Finance & Investments
- D. Management Consulting & Business Development
- E. Marketing Strategy & Advertising
- F. Music, Media & Entertainment



THE REACH SUMMIT

Saturday, 4th December, 2021

Three Panel Discussions

1PM Accra | 2PM Lagos | 4PM Nairobi

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PANEL 1

MANAGING BLACK TAX & THRIVING NONETHELESS



Ani Brendan
Artist & Entrepreneur
Nigeria



Chioma Ogbonda
Corporate Comms
Nigeria



David Kimondiu
Marketing & Research
Kenya



Laurie Lambert
University Professor
Grenada & Canada

It **takes a village** to raise a child and **that child eventually raises the village**. As Black people move up the economic ladder, that journey often includes financially supporting one or more people, well before having kids of their own.

Data from a recent REACH study indicates that **3 in 4 urban Africans** support one or more family members. This is the reality of most Africans, African Americans, and Caribbeans. That's why it's called, **Black Tax, and it's not going away anytime soon**. This panel will explore ways to reframe, embrace, and even thrive as a result of this reality.

THE REACH SUMMIT

Saturday, December 4, 2021

1PM Accra | 2PM Lagos | 4PM Nairobi

What to expect

- Ways to **reframe** the Black Tax as a blessing & make it work for you
- How to plan ahead for family **emergencies** on a low income
- How to **plan** with siblings & other family members
- How to **survive!**

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PANEL 2

MANAGING FINANCES AS A COUPLE



Nicole & JR
KANU



Amaka & Muiyiwa
KOLAWOLE

Combining finances with another human being is often a very strange and fraught experience, but it **could also work wonders** for your financial discipline and **net worth**.

Join the **Kanus** and the **Kolawoles** as they walk you through the shocking and pleasant surprises that came with learning to manage expenses, income, and long-term financial planning for a new family unit. Discover the **routines and strategies** they use that could also work for you.

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Saturday, December 4, 2021

1PM Accra | 2PM Lagos | 4PM Nairobi

What to expect

- When and how to discuss money when **dating**
- Changes to the dynamic when you're legally married
- **War stories** & lessons learned
- Strategies to keep you both on the **same page** financially and emotionally

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THE 2021 REACH SUMMIT FEATURES 1 KEYNOTE, 3 PANELS, 3 WORKSHOPS, 5 CAREER ROOMS AND OVER 500 JOB OPPORTUNITIES FOR YOUNG PROFESSIONALS IN AFRICA. FOUNDED IN 2016, REACH USES ITS APP, CONTENT, RESEARCH AND EVENTS TO EMPOWER COMMUNITIES TO MANAGE AND GROW THEIR INCOME WHILE HELPING COMPANIES BETTER UNDERSTAND AND SERVE AFRICAN CONSUMERS.



PANEL 3

YOUR MBA IS USELESS

(AND OTHER LESSONS FOR AFRICAN ENTREPRENEURS)



Ada Osakwe
Founder & CEO
Nuli Lounge, 7 years



Adetoye Aguessy
Founder & CEO
RightCom, 10 years



Carol Abade
Founder & Group CEO
EXP Agency, 26 years

Combined, these three speakers have entrepreneurial experience across 23 African countries. Ada Osakwe's flagship **store was torn down** by the government. Adetoye Aguessy **wanted a mentor, but instead they saw him as their competition**. Carol Abade's company has weathered **multiple devaluations in several African markets**.

So, when they tell you that **your MBA doesn't quite prepare you to run a business in Africa**, you really should listen to what they have to say.

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Saturday, December 4, 2021

1PM Accra | 2PM Lagos | 4PM Nairobi

What to expect

- **War stories** from businesses in this Africa
- **Pitfalls to avoid** - especially when you feel educated and confident in your idea
- Mantras and reminders **when the going gets hellish**

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Three Hands-On Workshops

2PM Accra | 3PM Lagos | 5PM Nairobi

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WORKSHOP 1

HOW TO FIND, GROW AND SUSTAIN THE CAREER MEANT FOR YOU

Sonia M. Alleyne

Author of *I Kick Ass At Work! The Strategy Journal for Career Professionals*, Sonia was Editorial Director at Black Enterprise, covering careers, lifestyle, education, and professional development.

As a career consultant and coach, Sonia helps people to articulate their professional worth and rediscover purpose and meaning in their work.

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WORKSHOP 2

HOW TO DOUBLE YOUR PROFITS WITH THE RIGHT MARKET PARTNERSHIPS

Afua Osei

Afua left McKinsey & Co. to build **She Leads Africa**. Featured in the FT, BBC, CNN and CNBC, her clients include Visa, L'Oreal, Facebook and Netflix.

She now studies the **business of partnerships** and advises experts and entrepreneurs on how to craft partnerships for their brands and platforms.

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WORKSHOP 3

THE ABCs OF A JOB APPLICATION THAT STANDS OUT AND GETS YOU HIRED

Sheila Ojei

An expert communicator and strategist, **Sheila leads communications at Jobberman** Nigeria, where she listens to companies hiring needs and communicates value.

She holds an MBA from Trinity College, MA from Regents University, and a Bachelor's degree in Accounting from St John's University.

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KEYNOTE ADDRESS

CREATIVITY - THE UNDISPUTED CAREER ACCELERATOR

Jeremy Utley

Jeremy is the co-author of the book, **ideaflow**, and co-host of the popular Paint & Pipette Podcast. As the **Director of Executive Education at the Stanford d.school**, Jeremy's blend of on-your-feet thinking and penetrating insight make him a go-to advisor for corporate and startup CEOs.

He teaches 2 celebrated courses at Stanford, **d.leadership**, and **LaunchPad** - both focused on creating real-world impact with the tools of design. He shares insights on creative action every day at www.jeremyutley.design

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The Career Rooms

3PM Accra | 4PM Lagos | 6PM Nairobi

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Career Rooms

Hear directly from CEOs, Senior Executives and Hiring Managers about what they look for in applicants at all levels. Each Career Room ends with an invitation to apply to available positions in that field. This year, there are over **500** openings - **domestic and international**.

The 3 main reasons employers are excited about Career Rooms:

Attract the best of the best from Africa's growing pool of top talent.

Pre-vet promising candidates and jumpstart the hiring process.

Anticipate and answer FAQs to ensure applicants put their best feet forward when applying to their firms

Structure & Time Management

A career room features two to four current professionals from a specific field discussing what a successful career trajectory looks like in that field or topic. Career rooms last for one hour on a video conferencing platform and are typically divided into 5 sections

01

Getting In

How do you go from student or novice to an entry-level job in this field? What do hiring managers expect you to demonstrate at this level of interest?

15 minutes

02

First Promotion

Once you get in, how do you stand out, make a mark, and get that first promotion out of entry-level? What traits and skills are you expected to develop as you progress at this stage of your career in this field?

10 minutes

03

Mid-level Manager

What are companies looking for in people at this stage of their careers? Whether you're already in the industry or hoping to be hired in, what does a great mid-level candidate need to have showcased at this point?

10 minutes

04

Mid-level to Exec

Looking at the VP level or higher? You're looking for that big jump to the C-Suite and you'd like to know what's expected. Listen to a frank perspective on what it takes to set yourself apart and join the rarified rank of executives in this industry.

10 minutes

Section 5 is for questions. Participants write out their questions, with the moderator selecting the most insightful questions to share with all in attendance. **Career Rooms are recorded** and participant **contact info is shared** with sponsoring companies for recruiting purposes and **with the participants' explicit consent.**



THE **54GENE** CAREER ROOM

HEALTH AND MEDICAL LAB SCIENCES

Abi Galadima Bulus

Vice President, Human Resources at 54gene

[LinkedIn](#)

In my world, researchers and medical lab scientists are rock stars. Their work leads to new drugs and medical interventions that are particularly made for Africans and people of African descent.

Even if you're not a medical professional, you can be part of this team that delivers medical miracles.

What to expect

- Hear about medical and non-medical roles in West and East Africa
- Apply for over 100 open positions in medical lab sciences, data informatics, and operations

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THE **54GENE** CAREER ROOM

HEALTH AND MEDICAL LAB SCIENCES



Abi Galadima Bulus

Vice President, Human Resources
54gene

Abi loves helping young Africans find opportunities to grow into and project the best version of themselves to the world. She is building the team at 54gene, creating exciting medical interventions for Africans and people of African descent.

[LinkedIn](#)



Estelle-Louise Dogbo

Head, Pan-African Expansion
54gene

Estelle is a seasoned life-science and healthcare professional, with over 10 years' experience. She has held several positions at Sanofi and Roche, where she was the Commercial Director in Nigeria. She now leads 54gene's expansion across the continent.

[LinkedIn](#)

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THE CAREER ROOM

AGRICULTURE, DEVELOPMENT & SOCIAL IMPACT

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Mena Odu
Senior Associate
Acumen Fund

Mena has worked in a wide array of industries ranging from education, to non-profit. She has a knack for development and impact creation wherever she goes.

[LinkedIn](#)



Hemense Orkar
Commercial VP
AFEX

Hemense is an expert in market development. He has also driven several development projects across Africa using sustainable strategies on numerous occasions.

[LinkedIn](#)



Adaeze Nwadike
Communications Lead
Impact Hub Geneva

Adaeze is passionate about sustainable development, and creating holistic solutions to issues Nigerian women face through the Airen Foundation.

[LinkedIn](#)



Nana Owusu-Achau
Chief Farmer
Agro Kings

With an excellent strategic and operational ability, Nana focuses on transforming indigenous farming by creating sustainable value that impacts the farmer, the consumer and the future.

[LinkedIn](#)

What to expect

- How do you **enter** this field?
- How do you **accelerate** your career?
- What skills and experiences are **most valuable to organizations**?
- Hear about and **apply to open positions** immediately after the session!

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THE CAREER ROOM

BANKING, FINANCE & INVESTMENTS



Chukwujekwu (“CJ”) Onyekwelu
Co-Head: Debt Solutions – West Africa
Rand Merchant Bank

After an internship at Standard Chartered, he was hired to join the investment banking team at CardinalStone, an investment banking boutique in Lagos. CJ originates, structures and executes innovative and optimised debt solutions for clients in West Africa

[LinkedIn](#)



Zanele Hlatshwayo
Investment Expert
International Finance Corporation

Zanele's career has taken her to Goldman Sachs, PwC, The World Bank, and now the IFC. With a focus on project finance, she is versed in financial modeling, feasibility study development, capital raising, M&A advisory, and private equity investments.

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THE CAREER ROOM

MANAGEMENT CONSULTING & BUSINESS DEVELOPMENT

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Britney Crooks
Principal Director
Accenture

Britney is a global leader who brings ecosystems and innovation together to create client value. With her experience in strategy, business development and operations, she's a walking embodiment of everything business.

[LinkedIn](#)



Jonathan Eigege
Analyst
Albright Stonebridge Group

Jonathan, a management consulting maestro, has in-depth experience in providing solutions to some of Africa's most wicked problems. His specialty is in risk management, investment analysis and government relations across Africa.

[LinkedIn](#)



Ladi Greenstreet
Open Innovation Lead
Accenture

Ladi is a consultant with over 8 years experience across a range of digital strategy, analytics and technology transformation projects. He has considerable expertise in guiding clients through digital transformation and investing in growth-stage companies.

[LinkedIn](#)

What to expect

- How do you **enter** this field?
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THE CAREER ROOM

MARKETING STRATEGY AND BRANDING



Rosemary Akpo
Managing Director
EXP Nigeria

A high level achiever with 20+ years experience in the marketing space, Rosemary is eager to share her ability to significantly increase growth, efficiencies, and value to younger professionals in the business space.

[LinkedIn](#)



Ayomide Akindolie
Director, Macro & Mkt Intel.
The Coca-Cola Company

Ayomide is a seasoned strategy and insights professional. She has led teams delivering strategy and research across Africa, Asia Pacific and the Middle East. She currently leads macroeconomics and industry intelligence for Africa, at The Coca Cola Company.

[LinkedIn](#)



Cletus Onyebuoha
Marketing Director
GBfoods

Cletus is a metric-driven performance marketer with a bias to strategy, business performance and brand building. His career has spanned Procter & Gamble, Coca-Cola and now GBfoods. He is also a renowned coach to upcoming brand managers.

[LinkedIn](#)

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What to expect

- How do you **enter** and **accelerate** your career in this field?
- What skills and experiences are **most valuable to them**?
- Hear about and **apply to open** brand manager and digital strategist roles

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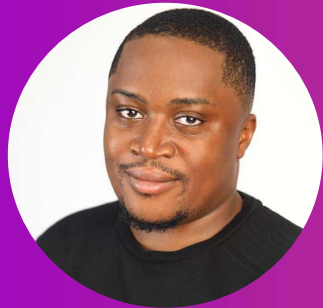


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THE CAREER ROOM

MUSIC, MEDIA & ENTERTAINMENT



Abuchi Peter Ugwu

CEO
Chocolate City Music Group

Abuchi is more than just a music genius. With his business acumen and passion for growth in the Nigerian entertainment space, he leads one of Nigeria's finest record labels with one of the hottest acts in the country to new heights.

[LinkedIn](#)



Ninel Musson

Co-founder & COO
The VTH Season

Ninel is one of the only female co-founders of a record label and management agency on the continent. With her unique skills and passion for developing the creative economy, she boasts of an enviable roster of some of Africa's most well-known music talent.

[LinkedIn](#)

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What to expect

- How do you **enter** and **accelerate** your career in this field?
- What skills and experiences are **most valuable to them**?
- Hear about and **apply to open** artist manager, music operations, and digital marketing roles in Nigeria, Kenya, Ghana and SA.

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Meet the Speakers

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Hi there! 🙋

Want to be part of a team removing barriers to personalised healthcare for Africans and people of African descent? I'll be at The REACH Summit, discussing over 100 job opportunities in Medical Lab Sciences and more at the...

54gene CAREER ROOM - HEALTH, MEDICAL LAB SCIENCES & MORE

Abi Galadima Bulus

Vice President Human Resources, 54gene

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Hi there! 🙋

It begins with talent, but **so much more happens behind the scenes** to deliver the media we enjoy. Curious about the art, business, finance and technical side of the entertainment industry? Join me at **The REACH Summit** in the...

CAREER ROOM - MUSIC, MEDIA & ENTERTAINMENT

Abuchi Peter Ugwu
CEO, Chocolate City Music Group

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Hi there! 🙋

Entrepreneurship in general is not for the faint of heart. But **building a company in Africa - as a Black founder** - is an underreported experience that is nothing like Silicon Valley. Join me at The REACH Summit to explore why...

YOUR MBA IS USELESS (& OTHER LESSONS FOR AFRICAN ENTREPRENEURS)

Ada Osakwe

Founder & Managing Partner, The Nuli Juice Company
2021 Forbes Africa Businesswoman of the Year

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Hi there! 

Are you **a force for societal change**? Do you dream of **fighting poverty** across the African continent? Are you **passionate about agriculture** and its potential for massive social and industrial benefits? Join me at The REACH Summit in the

CAREER ROOM - AGRICULTURE, DEVELOPMENT & SOCIAL IMPACT

Adaeze Nwadike

Communications Lead, Impact Hub Geneva

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Adetoye Aguessy
Founder & CEO, RightCom

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Want to **activate your company and your skills** to serve corporate clients?

Want to pursue and **land collabos that set you apart** as a leader in your industry? Check out my **workshop** at The REACH Summit.

HOW TO DOUBLE YOUR PROFITS WITH THE RIGHT MARKET PARTNERSHIPS

Afua Osei

Co-Founder and Strategic Partnerships Executive,
She Leads Africa

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MANAGING FINANCES AS A COUPLE

Amaka Kolawole

Head of Business Development and Innovation, Sub Saharan Africa
Arla Foods

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Ani Brendan

Founder, Creative Head at Carbon Animation Studios

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Ayomide Akindolie

Director, Macro & Market Intelligence
The Coca-Cola Company

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MANAGEMENT CONSULTING & BUSINESS DEVELOPMENT

Britney Crooks

Principal Director, Accenture

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Entrepreneurship in general is not for the faint of heart. But **building a company in Africa - as a Black founder** - is an underreported experience that is nothing like Silicon Valley. Join me at The REACH Summit to explore why...

YOUR MBA IS USELESS (& OTHER LESSONS FOR AFRICAN ENTREPRENEURS)

Carol Abade

Group CEO & Cofounder, EXP Agency

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Chioma Enwereji-Ogbonda

Senior Communications Coordinator, EHA Clinics

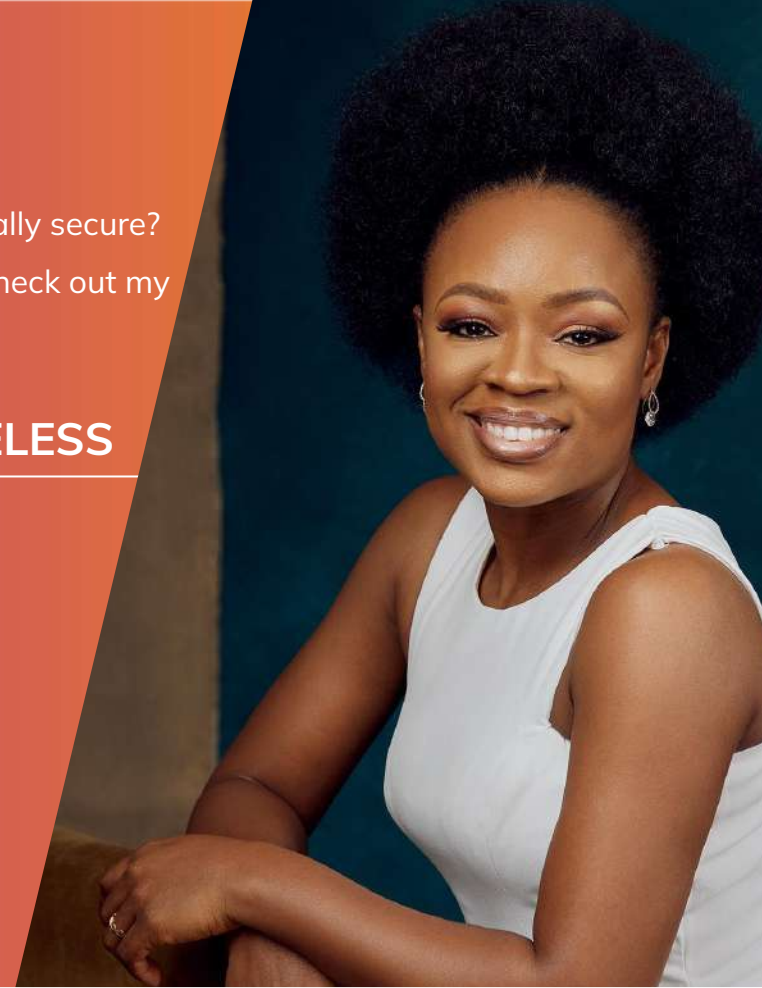
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BANKING, FINANCE & INVESTMENTS

Chukwujekwu (“CJ”) Onyekwelu

Co-Head: Debt Solutions – West Africa
Rand Merchant Bank

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Cletus Onyebuoha

BU Marketing Director, GBfoods

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David Kimondiu

Head Of Business Development & Research,
REACH Technologies Incorporated

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Want to be part of a team removing barriers to personalised healthcare for Africans and people of African descent? I'll be at The REACH Summit, discussing over 100 job opportunities in Medical Lab Sciences and more at the...

54gene CAREER ROOM - HEALTH, MEDICAL LAB SCIENCES & MORE

Estelle Dogbo

Head, Pan-African Expansion & Strategic Execution, 54gene

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Hemense Orkar
Commercial VP, AFEX Nigeria

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Want to **rediscover** your inner genius and learn how wild creativity and imagination yield **remarkable outcomes** in your career? Check out my **keynote address** at The REACH Summit.

CREATIVITY - THE UNDISPUTED CAREER ACCELERATOR

Jeremy Utley

Director of Executive Education at The Stanford d.school

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Jonathan Eigege

Analyst, Albright Stonebridge Group

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JR Kanu

Author of Money Brain
CEO & Founder, REACH Technologies

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MARKETING, ADVERTISING & GRAPHIC DESIGN

Juliet Ziswa

Group Marketing Director, OK Zimbabwe

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Open Innovation Head, Accenture

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Associate Professor of African and African American Studies
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Mena Odu

Senior Associate, Fellows Program Curriculum at Acumen

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Muyiwa Kolawole

Head Of Customer Experience
ENGIE Energy Access

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Nana Owusu - Achau
Chief Farmer, Agro Kings

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Senior Consultant, The Design Institute

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It begins with talent, but **so much more happens behind the scenes** to deliver the media we enjoy. Curious about the art, business, finance and technical side of the entertainment industry? Join me at **The REACH Summit** in the...

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Ninel Musson

Co-founder & COO · The VTH Season

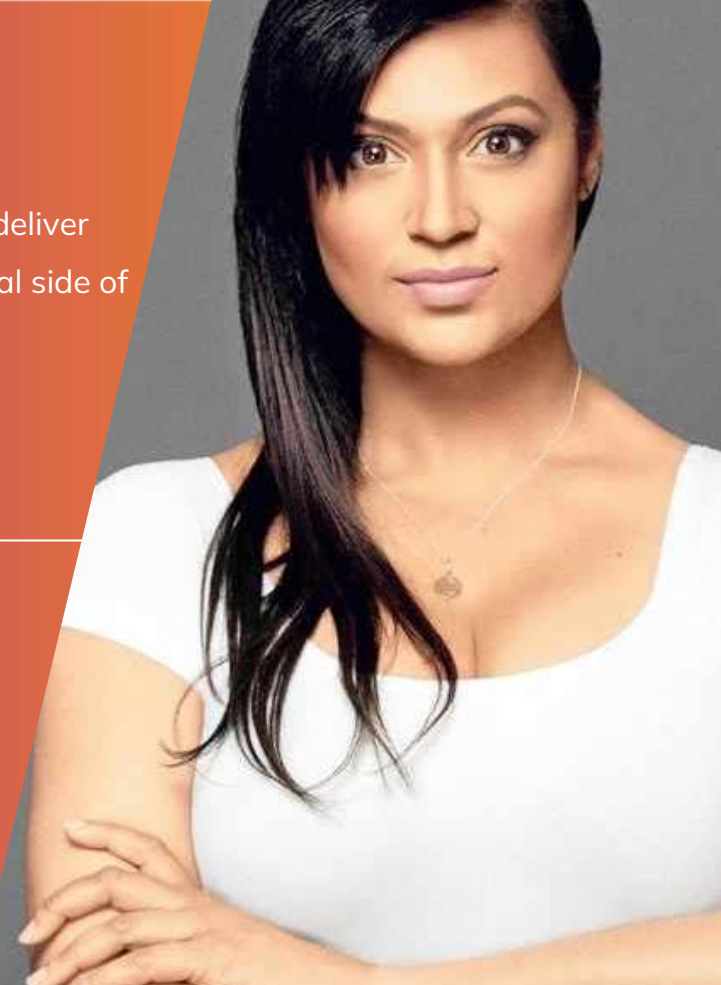
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Managing Director, EXP Nigeria

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THE ABCs OF A JOB APPLICATION THAT STANDS OUT AND GETS YOU HIRED

Sheila Ojei

Head of Communications, Jobberman Nigeria

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HOW TO FIND, GROW AND SUSTAIN THE CAREER MEANT FOR YOU

Sonia M. Alleyne

Author of *I Kick Ass At Work!*

Former Editorial Director, Careers & Lifestyle, Black Enterprise Magazine

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Zanele Hlatshawayo

Investment Officer, IFC - International Finance Corporation

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