

With Joseph Coomson

Business Chronicle

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Elikem epitomizes youth achievement

...Soars at great heights

ELIKEM NUTIFAFA Kuenyehia, 33, has made significant contributions to the development of the youth, and it is therefore not surprising that after being short-listed in the category of 'Young Professional' by the National Excellence Awards Foundation, he eventually emerged the top finalist to be selected by the panel of esteemed judges.

Amongst his contemporaries, Elikem is regarded an epitome of academic excellence and professional success.

He was the first student in 10 years to achieve four As at A-level in the Arts at the Achimota School in 1992. He was one of three students worldwide who in 1992 were awarded a full undergraduate scholarship by the University of Oxford.

In addition to a post-graduate diploma in legal practice and a master's degree in law, Elikem also has a Masters Degree in finance, marketing and entrepreneurship from Northwestern University's Kellogg School of Management (ranked amongst the top business schools in the world).

Elikem is a corporate and commercial lawyer, admitted in Ghana, England and Wales and a member in good standing of the Ghana Bar Association and the Law Society of England & Wales.

His expertise and contribution to development spans beyond the law as the brief account of some of his accomplishments demonstrate:

Elikem was a pioneer staff and key member of management of the Standard Trust Bank Ghana Limited, and whose brainchild was the bank's strategy to democratize banking in Ghana.

As Head, Corporate Services & Legal, he was responsible for Corporate Strategy, Brand Management, Business Support Services (Administration) and Legal.

In addition to developing the bank's corporate strategy and business plan, Elikem developed, launched and marketed the bank's products (including the then revolutionary Cashless account, which captured popular imagination and has been copied by all the major banks since).

He was responsible for Standard Trust's launch to the general public and for launching each of the

bank's five branches as well as for all the bank's integrated marketing and brand communications.

His obvious success in his roles led to the bank winning 'Best Retail - Competitive Pricing' and runner up 'Retail Bank of the Year' at the last Banking Awards.

Elikem is already sits on prestigious boards where he is making his mark. He is one of the youngest board members to have been appointed to a Ghana Club 100 company's board when he was appointed by Metropolitan Insurance in June 2004 to join such heavy weights as Jimmy Idun-Ogde (former Managing Director, BAT), Pryce Kojo Thompson (Former Managing Director, SGS-SSB), and George Okoh (former Senior Partner of KPMG).

He is also on the boards of Chase Petroleum Ghana Limited and Capital Alliance Limited.

Also among his achievements in the corporate world was his instrumentality in resolving the Ashanti hedging crisis, which in 1999/2000 threatened Ashanti's future.

Elikem was part of the legal team at the leading English law firm - Linklaters & Alliance, which advised nineteen of the world's leading banks led by Goldman Sachs, to whom Ashanti had a \$540million hedging exposure.

He also led a team of some of the most senior bankers in the London banking community in negotiations with the Government. The negotiations paved the way for a fresh liquidity injection into Ashanti, which proved crucial in securing Ashanti's future. For their efforts in the restructuring the legal team of which Elikem was a member won the prestigious 'Restructuring Team of the Year 1999' awarded by Legal Business.

Elikem is tireless in his efforts to assisting and developing young people. Along with Archbishop Desmond Tutu and other international legal luminaries, Elikem is currently a member of the advisory board of SOYABL (Summit of Young African Business Leaders), a not-for-profit initiative set up by young African bankers on Wall Street, to take outstanding young talent

from Africa to Wall street to expose them to world class financial services.

He has delivered several talks and seminars at tertiary institutions including University of Ghana where Elikem was he has shared a platform with Mr. Opoku -

Nsiah, Managing Director of

Kinapharma at a seminar at the University of Ghana Business School. He has also

been a keynote speaker along with Daniel Ogburney Tetteh (Vice-President of Research, Databank) at Pacesetters International's Success Series Lectures and has facilitated many seminars including the strategic seminar series organised by Passion4Students (along with other facilitators like Ato Connuah).

Elikem is an adjunct lecturer in Entrepreneurship & SME Management at the Ghana Institute of Management and Entrepreneurship (GIMPA) where he is a big favourite amongst his students (many of whom are much older than him). He is currently writing a textbook on Entrepreneurship in Ghana and co-authoring a second book on Services Marketing (with Robert Hinson at the University of Ghana Business School).

At Business School, Elikem developed and co-facilitated a ten-week course on 'Business in Ghana', which saw students of Northwestern University undertake research projects in Ghana.



• Elikem Nutifafa Kuenyehia receiving his award

Elikem supports young entrepreneurs in a number of ways including providing pro-bono consulting services, sitting on advisory boards and providing direct equity participation.

Elikem is in some ways, one of the pioneers of youth television, as we know it in Ghana today.

One of Ghana's first youth magazine television show - Second Generation, which he created, developed and co-presented with Abena Asante - was also his brainchild. Although Elikem's direct involvement in Second Generation was cut short when he left Ghana to study at Oxford, the show continued to air on television for five years in the same format that Elikem had developed it.

It helped shape and fashion opinions of young people in Ghana for many years, as it was a precursor to other youth television shows of its kind.

In addition, he co-founded and co-edited Filla! Magazine, a national students magazine launched to critical acclaim in 1992 by the then Minister for