

Lelemba Phiri – Bio

[Lelemba Phiri](#) is the Founder and Principal at [Africa Trust Group](#) (ATG) - the fund managers for the ZAR100m [Enygma Ventures Fund](#) focused on investing in women owned businesses in SADC; and the ZAR20m [Shift Fund](#) focused on investing in entrepreneurs and innovators who are creating solutions that will help redefine our post-pandemic world. She is an award-winning educator, writer, keynote speaker and gender-lens angel investor. ATG takes a holistic approach to investing by investing in both the entrepreneur and the enterprise; and facilitating their access to experts and mentors.

Work Experience

Lelemba has worked with private, public and government organizations for over 18 years with experience extending across South Africa, Zambia, Ivory Coast, Ghana, Angola and other sub-Saharan countries. Her work experience at strategic and executive levels includes having been a regional managing director and heading marketing, people development and finance functions in multi-nationals.

Before foraying into the world of investing, Lelemba was a successful entrepreneur who was part of the C-suite executive team at fintech [Zoono](#), and was key to successfully growing the business from one operating market to three. The fintech company raised over \$30m in financing; had over \$2bn transacted over the payment platform since inception and; scaled their agent network that provided entrepreneurship opportunities to women and youth and created over 5000 jobs.

Education

Lelemba is a PhD Candidate at Gordons Institute of Business Science. Her study is focused on the intersection of gender and race in entrepreneurial financing. She holds an MCom Degree in Development Finance with distinction from the University of Cape Town's Graduate School of Business. She is a UK Certified Chartered Accountant (FCCA); Zambia Chartered Accountant (ZIZA); and also holds a Bachelor of Science in Applied Accounting (Hon) from the Oxford Brookes University (UK).

Awards

Over the span of her career, Lelemba has received several awards including:

- 2017: Named 50 Change-makers Advancing Gender Equality in South Africa
- 2017: Awarded global top 5 most influential marketers by World Marketing Congress
- 2016: Named Cordes Fellow for 50 most promising social entrepreneurs globally
- 2015: Zambian Woman of the Year - Rising Star Award
- 2014: Awarded one of Africa's Most Influential Women in business and government by CEO Magazine.
- 2012: Shoprite Woman of the Year Nominee
- 2010: Rising Star Award for 2010 at the Mwapo Peer Awards in Washington DC in recognition of her contribution towards financial education in the community.