

Matilda Asante-Asiedu



Matilda Asante-Asiedu is multi-skilled Corporate Executive with nearly two decades of experience spanning Retail Banking, Strategic Marketing, Corporate Reputation Management, Branding and Communications, Advocacy, Media and Journalism.

She is currently the Group Head, Retail Banking at Access Bank Ghana Plc. Her portfolio spans, Individual customers including Private Banking, Women and MSME customers. She manages half of the Bank's Retail Business comprising 20 branches in the Greater Accra, Central, Western and Volta regions with a balance sheet size of nearly three quarters of a billion Ghana cedis.

Additionally, for the Bank's Product Development segments focused on providing tailored products for the Youth, Children and the aged.

Prior to her appointment as Group Head for Retail Banking in July 2017, Matilda was the Head of Exclusive Banking, overseeing the design and implementation of the Bank's Financial Inclusion Strategy for Women. She also managed the Bank's Embassies and NGO's portfolios as well as Private Banking, all of which still form part of her Portfolio.

Between May 2010 and June 2015, Matilda worked as Head of Corporate Communications and Branding. With her expertise in Corporate Reputation Management and Stakeholder Engagement she managed the Banks reputation and spear headed community investments that led to the Bank being adjudged Best Bank in Corporate Social Responsibility for 2014 and 2015.

A resourceful executive with nearly two decades of professional experience, Matilda was one of the most influential journalists in Ghana, between (1997 to 2009) shaping political discourse in Ghana's critical decade of consolidating multi-party constitutional rule, and actively involved in two historic political transitions of power between two political parties.

In the field of development communications and research, Matilda served as a Senior Associate of the Institute for Policy Alternatives (a Ghanaian research and development think-tank) engaging communities in assessing impact of policies on the poor, and articulating results of research to policy makers. She worked as a consultant/specialist to several international organizations, including the World Bank, DFID on communicating results of various development initiatives in Ghana and abroad.

Matilda is an alumnus of the Wharton School of Executive Management, Les Aspin School for Governance USA, the US State Department's International Visitor Program, the Africa Media Forum and the One World Broadcast Trust in the UK. She holds an MA in Journalism Studies from the Cardiff University and is currently pursuing a second Master's Degree from the Ghana Institute of Public Administration. She is an alumnus of the Ghana Institute of Journalism. She is also a conference speaker on Financial Inclusion, Women's Empowerment and Media Ethics and has a broad national and international network.