

The UK- Ghana Chamber of Commerce has welcomed Maebelle Denya Nortey, General Manager and Divisional Head (Marketing), Zenith Bank (Ghana) Ltd. as the newest member of its Executive Council.

Mrs. Nortey joins the 11-member Council, which is currently chaired by Anthony Pile, Executive Chairman-Blue Skies.

UKGCC's Chairman, Anthony Pile, said the Chamber is delighted to have someone as experienced and knowledgeable as Mrs. Nortey on board.

An award-winning Banker and an exceptional Marketer with over eighteen (18) years' experience in the Banking industry, Mrs. Nortey has amassed a wealth of experience in a number of fields, including brand strategy and product development, that she will leverage to help the UKGCC in its quest to help create an enabling business environment in Ghana.

### **Work Experience**

Prior to joining Zenith Bank, she was the Regional Director (Retail and Consumer Banking) at Standard Trust Bank (now UBA Ghana Ltd.). She started her career as an Account Relationship Manager at Lintas, then Ghana's foremost advertising agency. She previously also worked as a Brands Manager at the Accra Brewery Limited and was the Head of Marketing at SG-SSB Bank (now Société Generale Ghana Ltd.).

### **Expertise**

In her role as Divisional Head (Marketing), Maebelle ensures the optimization of account portfolios through the provision of tailor-made banking products and services that meet the banking needs of customers in a very innovative and efficient way. She is also in charge of building a strong network of contacts that drive proactive business development for the Bank through the delivery of exceptional customer service at all times.

Maebelle's marketing expertise and proactive personality has contributed immensely to boosting Zenith Bank's revenue growth, customer acquisition levels and profitability. Her personal philosophy which drives her in the Bank is to be the highest achiever of goals set, combining creativity and a strong understanding of her role to provide the utmost value for the Bank.

### **Leadership & Advocacy**

She is a leadership figure and a role model in the Bank with qualities worth emulating. She also ensures that each employee's role and contribution to the growth of the Bank is acknowledged and duly appreciated.

Her admirable work and professionalism earned her a nomination for the CIMG Professional Marketer of the Year in 2003 and was also awarded Best Marketing Person at Standard Trust Bank (United Bank for Africa) in 2005. At this year's 5th Feminine Ghana Achievement Awards held in April, she was awarded the Banking Personality of the Year Award for her accomplishments in Ghana's financial sector.

Mrs. Nortey strongly believes that excellence is achieved through hard work.