

Kwame Ansa Akufo



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Kwame currently works out of our Clients and Markets Development (CMD) unit in Ghana, where he anchors the production of various thought leadership pieces the firm uses to share its point of view (POV) on a range of topics that are of keen interest to leaders in business and government. These topics are of significant strategic importance for the prospects, opportunities and challenges emergent in various industries or sectors, and are therefore top of agenda items for conversations in boardrooms and C-suites. A few examples of such topics that Kwame has helped to research on with different teams are artificial intelligence (AI), including generative AI (GenAI), business model reinvention (BMR), customer experience (CX), and sustainability and climate change.

Prior to his current role, Kwame worked with the leadership teams of various private sector and public sector organisations across different sectors/ industries and supported them to formulate and articulate short-to-medium term strategies to guide their organisations in a desired direction. In this earlier role, Kwame leveraged various strategic frameworks, e.g. PESTLE and SWOT analysis, PwC's proprietary Fiercest Competitor approach, etc. and conducted research to produce valuable insights about economic outlooks and business landscapes for the consideration of leadership teams. More recently, some of the organisations Kwame supported in this way are GCB Bank PLC, Ministry of Finance (MoF), Ministry of Environment, Science, Technology and Innovation (MESTI). In earlier years, Kwame provided similar support to the management and leadership teams of Access Bank Ghana, Guaranty Trust Bank, Barclays Bank (now Absa), and First Atlantic Bank.

In his current role, Kwame helps to produce some of PwC's flagship thought leadership pieces produced alone or in partnership:

- The Annual Ghana Banking Survey
- The Quarterly Ghana Banking Financial Performance League Table
- The Annual Global CEO Survey (country report)
- The Annual and Mid-Year Budget Digests
- The Annual UK-Ghana Chamber of Commerce (UKGCC) Business Environment and Competitive Survey

In addition to these publications, Kwame helps to produce researched presentations made to business leaders considering economic outlooks for their organisations. Some of the organisations that have benefited from these presentations include Unilever, Telecel, and the Ghana Netherlands Business and Culture Council (GNBCC).

Kwame holds a BA (Hons), Economics and Geography & Resource Development from the University of Ghana, Legon.