



RISE & LEAD

ASRA ABDULAZIZ

Having gained international recognition during her 15-year career in Corporate and Investment Banking, Asra has turned her passion for leadership and nurturing talent into Rise & Lead, her executive coaching and mentoring company.

Her successful career includes driving the growth and development of businesses from early stage through to mature levels by building strong teams of top tier talents; her track record across worldwide organisations and institutions in closing deals, setting up dynamic best business practices and creating significant value for clients, teams and management speaks for itself.

‘Always remember that you can go as far as your mind lets you.
What you believe in, you will achieve.’

This is Asra’s mantra. As she believes that out of discomfort comes learning and growth, her approach is to challenge boundaries. Yet she does so by supporting leaders in creating their future in a safe and caring environment. Her professional services help executives clarify their goals, identify the means to achieve them and overcome any obstacles they might be facing by silencing their self-limiting beliefs.

A SUCCESSFUL CAREER WITH HANDS-ON EXPERIENCE

Asra’s career started at CIC in Paris as a Junior in Equity Derivatives Sales covering European institutional clients. Following this, she moved to Calyon, Credit Agricole CIB to join the team creating the new European Equity Derivatives platform. Her success was recognised by being nominated in 2006 as the youngest Executive Director in her team.

In 2010, Asra was recruited by BNP Paribas to develop and implement a new strategy for the Middle East & North Africa Structured Equity Solutions sales team in London. Within a year Asra’s team-work led to BNP Paribas being awarded best Equity Derivatives House of the year in the Middle East by Risk Magazine for the very first time.

In 2012, Asra was an active member of the team that launched BNP Paribas Quant Asset Manager, a new business venture that managed approximately 50bn EUR. She was then headhunted to join Natixis in London in 2014 to head the EMEA Equity Solutions Sales team.

Managing a team of 30 people at Natixis, she formulated strategies across several business segments and different geographies. Among her clients were Europe’s Top Institutional Investors, Global Asset Managers, Global Consultants, Banks and Financial advisors.

During her time at Natixis, for the first time and thanks to the notable achievements by the teams as well as client satisfaction, Natixis was awarded “Most innovative Bank in Equity derivatives” by the Banker’s Magazine. The team gained this award two years running.

ASRA’S SKILLS ENABLE A HOLISTIC APPROACH

- team and leadership development
- communication
- delegation & time management
- strategic thinking
- facilitation
- deal negotiation
- sales strategies
- international market entry and expansion
- executive effectiveness
- leading & transforming businesses and teams

ABOUT ASRA

- Fluent in **English, French and Arabic** and a good knowledge of Italian
- Postgraduate degree in Financial Engineering from **ESSEC Business School, France**
- MA in Management from **University Paris-Dauphine, France**
- Participated in a Finance Executive Education programme at **Wharton Business School USA**
- Certificate in Leadership Coaching from **Georgetown University, USA**
- Certified in The **Leadership Circle Profile** and The **Collective Leadership Assessment**
- **ACC, Member of the International Coach Federation**
- Enjoys volunteering and participating in charity events
- Loves sport