

# Driving regional growth by harnessing strengths

## Fatai Folarin takes the helm as CEO of Deloitte Nigeria and West Africa Regional Leader



*"Fatai's impressive history of leadership and experience as an advisor to multinational clients wishing to establish themselves in West Africa, makes him the ideal person to make a significant contribution to helping our clients meet the complex challenges within the region. I have no doubt that he will have a positive, enduring impact on Deloitte in West Africa. The beneficiaries of his leadership and knowledge will be all Deloitte's stakeholders, our people, clients and regulators in this vital and growing region. I look forward to working closely with him as he moves forward in his new role."*

- Lwazi Bam, Deloitte Africa CEO

*"I am honoured to be entrusted with the leadership role of CEO for Deloitte in West Africa. The region is entering an exciting time and, in an environment of constant change, it will be my responsibility to see that the requirements and expectations of Deloitte's clients and regulators are met."*

*"Making sure that we achieve what is required by our stakeholders will mean having a strong internal focus. This will make sure that Deloitte's offerings keep pace with changes in the market and that our clients receive the most meaningful, tailored advice possible. This will apply to all consulting, risk advisory and corporate finance services we provide our clients and is part of our commitment to creating strong partnerships with them."*

- Fatai Folarin, CEO of Deloitte Nigeria and West Africa Regional Leader

Africa is the focus of world attention; it is a continent enjoying its rightful status as a place of growth and international investment. In West Africa, the development and future of the region as an economic powerhouse is reflected in the new leaders that are emerging across all sectors, ready to play their part in helping to write a new chapter in the region's success story.

Amongst the firms strategically placed to help strengthen and expand business in Nigeria and other key West African markets is Deloitte. Leading them into an exciting future will be Fatai Folarin, the newly appointed CEO for Deloitte Nigeria and West Africa Regional Leader.

Bringing together more than 26-years in the advertising and financial advisory fields, and combining this with a reputation as being one of the foremost tax consultant professionals in West Africa, Fatai is accustomed to meeting the challenges presented by the region, as he has advised and created strong working partnerships with leading international, regional and Nigeria-based companies. Along the way, he has earned the respect of colleagues and clients alike for his leadership style and commitment to professional standards.

Although he steps into a new role on June 1, 2016, he will not be starting afresh. He will be stepping into the post from his present position as Deputy CEO of Deloitte Nigeria, a position he held since December 2015, retaining the continuity and focus that is essential to this key position.

To Deloitte clients, this means a strong, experienced hand at the helm. They will also have uninterrupted access to his expertise on tax matters as he will retain his role as Deloitte's Tax Leader for the West African practice.

His primary emphasis will remain on ensuring that Deloitte clients, both present and future, benefit from the Africa firm's ability to combine the value offered to clients through Deloitte's strong focus on key business trends, its ability to solve the most complex business challenges and its access to both local and global skills and talent. This ensures that clients receive the advisory, audit, tax, consulting and business expertise that has made Deloitte a sought after partner in the region, and indeed across the globe.

**Key trends that will continue to be harnessed for clients across the West Africa region will be:**

### **Embedding purpose**

Deloitte's commitment to its clients, people, and stakeholders, as with everything it does, is grounded in its purpose - to make an impact that matters. Purpose is therefore at the core of its approach to business, whether it is based in Nigeria, Ghana, or the other regions in which it operates across the continent. An embedded purpose is integral to the delivery of value-added services to clients, as it keeps Deloitte's focus on identifying challenges, issues and most importantly, opportunities for its clients, its employees and the broader societies from which the firm draws its strength.

### **A focus on quality**

Quality is achieved through harnessing and integrating high levels of expertise across a number of sectors, cutting-edge technologies and ensuring that clients have access to bespoke services designed to help them achieve their objectives.

At Deloitte, achieving quality results for clients means constant engagement with government and regulators and acting as a facilitator that builds trust between all role players in the economy.

### **Differentiation through technology**

Change is the only constant in business today.

Keeping abreast of developments means ensuring that business has access to the new technologies that set the pace in a rapidly-changing world.

Deloitte not only offers distinctive audit and tax advice but also professional services such as corporate finance, risk advisory services, consulting as well as business process services that help companies realise the benefits of efficiencies and automation, leading in fields that will become the business tools of tomorrow. Some of the technologies that engage some of Deloitte's brightest minds are cognitive technologies, analytics, the cloud, digital developments, the cyber world and securing clients against the growing global threat of cyber-crime.

### **Inspiring the brightest minds**

Recruiting and retaining exceptional talent requires making an investment in people that appeals not only to their heads, but also their hearts.

At Deloitte this involves creating an environment where people can grow careers by taking advantage of development opportunities, mentorship and the mobility offered by an international network. Combining these elements with those that appeal to the heart and allowing people to become part of a team, explore opportunities and innovate creates a workplace where being 'the best you can be' is achievable. It is this approach that will help build future generations of Deloitte leaders wherever the firm has a presence.

### **Delivery**

By consistently delivering business solutions based on combining African and global capabilities, Deloitte builds partnerships that rely on collaboration and intimate knowledge of local clients and their needs.

To Lwazi Bam, Deloitte Africa CEO, the appointment of Fatai Folarin means building a stronger, more agile Deloitte in West Africa.