

PROFILE

Henry Erimodafe

Personal Information

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| Name | Henry Erimodafe |
| Marital status / children | Married (Swiss / Nigerian Nationality) |
| Address | Elisabethenweg 20, 8406 Winterthur |
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Language skills

German and English / fluent

Education & Qualifications

2015 / Harvard Business School

High Potential Leadership Program

2006 – 2009 / Sheffield-Hallam University, UK

Coaching & Mentoring

1998 – 2000 / MBA at Strathclyde University, Glasgow, Scotland.

Master of Business Administration with strong focus on Strategic Management, Banking and Finance, Project/Process Management, Operations Management, Diversity/HR Management, and Marketing Management.

1985 – 1989 / B.Sc. at Bendel State University, Nigeria

Ed Biology & Education

Professional Experience

2015 – current

UBS AG

**Chief Executive Officer / Board Member, UBS Nigeria Ltd. Lagos/N
(coverage of Sub Sahara Africa)**

Responsible for building the African business out of Nigeria and Switzerland. Some specific responsibilities include the following:

- Directly responsible for a pipeline of more than \$3 Billion
- Directly manage a team of 6 employees in Nigeria
- Member of the Africa Management Committee
- Member of the board of directors of UBS Nigeria
- Coordinate market activities with CH, UK and UAE Booking centers
- Build brand awareness and UBS image within Nigeria.

- Represent UBS in the Swiss Nigerian Business Council
- Represent UBS towards the Nigerian regulators (CBN, FIRS, etc.)
- Manage relationships with other Banks and financial institutions
- Representation in various steering bodies and management committees

Head - WM Associates Desk Africa, Latam & CEE coverage

Designed and implemented the GEM Associate Program. This unique program targets lateral hires into Private Banking and trained within 18 months to become Relationship Managers.

All aspirants are hands on with the goal of developing own book within the period. The program has generated almost \$600 mio in NNM in the last 5 years. Managed an average of 18 Associates during this period.

- Overall head of program with 2 desk.
- Reported directly to Head of GEM for Associate Desk
- Desk still successfully running in Swiss and being expanded to cover European domestic locations.
- Program also being run in Nigeria with WM Associate

2010 – 2014

Head, Global Emerging Markets - Business Innovation, UBS Zurich

• Responsible for driving innovation and change within Global Emerging Markets business area (Africa, Mexico, Brazil, Israel) Some specific responsibilities include the following:

- Responsible for the GEM Change portfolio of 130 Mio.CHF in 2014
- Drive business innovation and change
- Drive the development of a GEM centric banking platform for GEM - international locations (Africa, Mexico, Brazil and Israel)
- Align and optimize processes amongst GEM Advisory and Representative offices globally
- Manage and align change functions within GEM COO amongst our international locations
- Planning, budgeting and monitoring of program deliverables.
- Managed the GEM Change board
- Managed a number strategic innovation and change projects (GEM Evolution and Taxperency)
- Lead multiple teams of change managers, projects managers and BAs
- Representation in various steering bodies, project governance bodies and management committees

2010 – 2012

GEM Credit Card Services: Took over and restructured the GEM Credit card services from our CEE region and extended coverage to all of GEM markets. Also developed / aligned business processes and tools to reduce operational risk and increase efficiency. Managed a team of 11 staff under this function.

GEM Evolution: Drove the design and execution of GEM Evolution with the goal of aligning the Business model to current realities and GEM m: This model has been successful and adopted GEM-wide, and in other areas of our Wealth Management Business. This model drives the growth in terms of focus of RMs on NNM and IAs on client experience and performance.

Oct 2008 – Feb 2010

UBS Zurich, Head - US Clients Service Program

Responsible for managing the exiting of the US business of UBS. Important role that requires a tough skin and empathy at the same time.

Excellent communication skills, broad/in-depth understanding of products, and knowledge of operations are important in being successful in this role. Preserving the image of the Bank and making sure our clients are satisfied.

- Managed 4 teams of 69 employees
- Interfaced with regulators in the US and Switzerland
- Assets more than \$2 Billion managed and exited
- Developed and implemented the processes required to meet US regulations
- Managed tough client conversations on an ongoing basis
- Completed project as planned and closed down the department

Bank Julius Baer, Head, Private Banking Africa

Responsible for developing the African business, as well clients' portfolio for Bank Bär. Developed the market entry strategy, made the necessary contacts and started the implementation of Business across Africa.

Built a network of intermediaries and business partners in a number of African countries. Other responsibilities included:

- Managed a mixed client book of assets (\$360 mio)
- Advisory services to client on investments philosophy and vehicles of Julius Bär.
- Client prospecting & acquisitions.
- Build relationships to financial intermediaries, including independent asset managers and African Banks.
- Recruited and managed staff of the African Desk.

Jan 2007 – Sept.2008

UBS Wealth Management, Market Strategy & Development

UBS Global Wealth Management created a central department to enhance and better coordinate the strategic sales programs as well and empower Client Advisors in delivering a world class client experience. As one of the pioneers of the Market Strategy and Development unit, was responsible for developing and implementing programs that supported own sectors goal.

Responsibilities included:

Collaborated with Business partners (WM EMEA and WM Americas) in mapping business priorities to development programs. Was involved in the development of development roadmaps that were customized for each business unit/market specific needs.

Pioneered the onsite coaching framework that was rolled out across UBS Wealth Management globally in sales and business development. The impact of this initiative has been phenomenal in maximizing the time client advisors spent with their clients.

Designed and implemented development strategies in APAC. This included the implementation of Business Advisory Service in Singapore for the Asia Pacific region.

Was involved in the coaching of Client Advisors in Advanced Sales techniques and acquisition strategies across Europe, Americas and Asia.

Part of the global rollout of the UBS WIN and Crescendo programs.

Jan 2002 – Dec.2006

UBS Private Banking, Business Manager

The project ReNeW (Relationship Networking) was geared at implementing a UBS client acquisition and management platform. This project involved designing end to end systems and processes that supported the Client Advisor in achieving set acquisition targets.

This CHF 2 million project was successfully rolled out to about 2500 Client Advisors across UBS Global WM & BB locations, globally.

2001 - 2002

Coheris Switzerland Ltd. /Head CRM Unit

Coheris is a solutions and service provider, in the area of Client

Relationship & Information Management. As head of the CRM Business Unit, my contributions included:

Developing and implemented a partner based CRM business strategy in Switzerland. This enabled to penetrate the CRM market in a little as 3 months.

Development & management of Strategic Alliances / Partnerships, with consulting firms, technology vendors and re-seller network. Successfully acquired and trained 6 Business Partners within a period of 5 months.

Competed successfully against major players such as Siebel, SAP, Team Brendel by winning deals with companies such as Bayersdorfer, Eltel, etc. Planned and executed 2 trade shows both in Germany and Switzerland. These events were a huge success in terms of business opportunities that were generated.

Recruitment and leadership on a day to day basis for a staff of 8 including, sales, technical and support staff.

Published some articles in expert journals on Strategic and Operational CRM.

Apr. 1999 – Apr. 2001

UBS AG, Consultant (Ubilab)

Created a new service unit in the IT innovation technology lab (UBILAB) of the UBS. With the goal of optimizing the use of information and knowledge within the UBS Group. Helped to setup a research and information Unit, to support strategic decision processes.

Mar 1998 – Apr. 1999

Complementa Investment Controlling AG / Systems Manager

Full responsibility for IT Processes, design, Implementation and Audit. Responsibility for the company's Business systems, financial systems etc.

Feb 1996 – Feb 1998

Comtelco Research AG / Product Manager

Responsible for client acquisitions, implementations and training. Managed relationship with partners (Ascom, Swisscom, DeTeWe) and managed a number of Client Infrastructure Projects.

1992 - 1996

Indlekofer & Fraefel AG

Employee at various companies in production, quality control or service roles.

1989 - 1992

Bendel State University

Lecturer (Bio-diversity & Environmental Toxicology)

1984 - 1989

Ojims Collage

Teacher / Vice Principal

1.August 2017

