

Charles Reed

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A purpose orientated executive focused on developing inclusive growth models that have positive impacts on society, and the environment.



Career Snapshot:

- Mycelium SA
- Absa Group Ltd (Barclays Africa)
- GroFin
- Liberty Corporate
- Barclays Africa
- First National Bank
- JP Morgan Chase
- HSBC Midland (UK)

Summary

I believe good strategies require empathy to be insightful and to understand context but must be based on sound sustainable principles and practices to be impactful – commercially, socially, and environmentally.

After almost 25 years of experience in financial services and socio-economic development I believe my core strengths lie in being empathetic, curious, and imaginative. These traits enable me to combine my formal education in economics and psychology and a wide range of experience in financial services and socio-economic development to both build, and work within, innovative strategies, networks and eco-systems.

These include supporting unemployed youth, entrepreneurs, and small businesses (often female and youth owned) across a range of sectors and geographies including urban and peri-urban work readiness and small business projects - including emerging farmer programs.

Professional Experience

I began my career at HSBC Midland in London in trade support before moving back to South Africa to work for JP Morgan Chase managing the Equities and Fixed Income middle and back office.

My financial experience widened into retail and business banking as the SME Segment Head for the Barclays Africa and Indian Ocean region. I then moved into the insurance sector. Firstly, as the Head of Marketing and Communication for Liberty Corporate at Liberty Life and then as the Head of Liberty Corporate Umbrella Fund Solutions.

My desire to be involved with work that has a more direct impact on changing society led me to joining GroFin (a multinational SME Impact Development Fund with offices across Africa and the Middle East region) as the Chief Commercial Officer for the Africa region.

I re-joined Barclays Africa as the Head of Community Investment and was part of the team that designed the African Citizenship strategy transitioning it from CSI/CSR to one of 'shared value' as surfaced by Porter and Kramer. Within the new strategy I was appointed as the General Manager, Enterprise Development - Group Citizenship.

At the end of August 2019, I left Barclays (ABSA) and founded Mycelium South Africa (www.mycelium-sa.co.za). Mycelium specialises in strategy consulting, brokering and ideation related to the creation of impactful, demand and value-chain based, sustainable socio-economic development initiatives and programs.

Education

I hold a Social Science Bachelor's degree majoring in Economics and Psychology and a post-graduate in Finance, Banking and Investment Management from the University of Kwa-Zulu Natal.

Affiliations

I serve as Board Member of Enactus South Africa – a global (36 countries) non-profit whose vision is to create a better, more sustainable world by developing the next generation of entrepreneurial leaders and social innovators (<http://enactus.org/>).