

# About ZER

We are a purpose-driven Pan-African strategy and management consulting firm building African excellence for the global stage

Founded in 2023 by Adeolu Adewumi-Zer, an Afro-optimist championing African excellence.

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*I was introduced to Adeolu in 2017, and since then, she's become not only a mentor but also a vital influence in the leadership journey of myself and many others.*

**Bode Pedro**

CEO  
Casava Microinsurance

## Contact Us

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## Solutions we provide

We provide guidance on corporate strategy and execution, strategic talent development, executive leadership, corporate governance and value creation.







# Our Purpose

We partner with you to build African excellence for the global stage.

## S – Strategize Your Vision

We support you in developing a clear roadmap for growth, aligning your business with market needs, and leveraging data-driven insights to inform decision-making.

## C – Champion Excellence

We partner with you to build a high-performing team with diverse perspectives and skills, fostering a culture of innovation and collaboration.

## A – Accelerate Exceptional Leadership

We work with you to inspire and empower your team, create a positive work environment, and develop future leaders.

## L – Leverage Governance for Sustainable Growth

We support you in establishing strong governance practices, prioritizing ESG factors, and building strategic partnerships, potentially stepping in as board advisors, board representatives or interim executives.

## E – Expand Your Impact via Growth Capital

We access our extensive professional network to help you secure the right funding, build strong partnerships, and effectively utilize both financial and social capital for growth.



# Our Approach

We take a collaborative approach, leveraging global experience and extensive networks, along with our SCALE framework, to be a catalyst for change in Africa.