

IT ALL STARTED WHEN SHE WAS A TEENAGER WORKING IN GRANDDAD'S PUB

Starting her job as an analyst in the Standard Bank Global Markets team in Johannesburg after graduating from the ASISA Academy's Fezeka Graduate Programme in May 2024, Regomoditswe Moremedi feels light years away from the teenager serving food and drinks in her grandfather's pub during school holidays. But that was where it all began when she often caught herself thinking, "If only my customers knew about compound interest."

Rego credits her early interest in business and finance to growing up working in the family business in Mabeskraal village, a rural community in the North West Province. "During holidays, I used to work there, as I still do these days. Since the tender age of 15 or 16, I was helping out selling in the pub."

The only child of a single mother who eventually left her job in the corporate world to take over the family business, Rego says she was raised to be financially aware.

"I was interested in saving and investing from a very young age. I would do research online, looking around for apps and investment companies," she says.

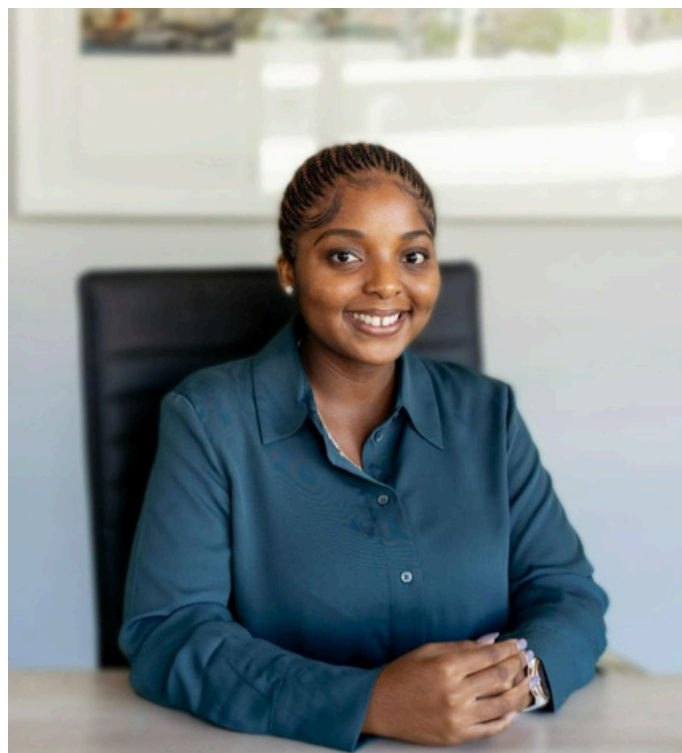
"My passion for finance started when I was selling food and drinks in the pub back in the day. Seeing customers come in every day after work and spending R50 or R100 on drinks and food, I asked myself, 'If they knew about the power of compound interest, would they be spending differently?' So that's essentially when I decided I wanted to be in financial services."

After school, Rego was accepted to do a Bachelor of Commerce in Finance and Economics at the University of the Western Cape (UWC) and was awarded a bursary from the Motsepe Foundation. She started her degree in 2019.

She was always very clear about her path forward, and, while she was at UWC, she became a member of the Association of Black Securities and Investment Professionals (ABSIP), eventually serving as financial director for the UWC chapter.

It was ABSIP that introduced her to the Fezeka Programme, the graduate programme launched by the ASISA Academy, in partnership with Joint Prosperity, with the aim of increasing the number of Black female investment professionals. Rego applied and joined the first cohort of Fezeka after completing her degree in 2022.

After completing Fezeka's intense 15 months of academic and practical work, the 23-year-old says it has been "a journey full of growth and self-development and self-awareness; first and foremost, it has given me a perspective on what the industry is about and the opportunities it presents".




Regomoditswe Moremedi participated in the inaugural Fezeka Graduate Programme in 2023.

Of the programme's three five-month work placements at asset management firms (in her case, at Terebinth Capital, Sanlam Multi Managers and Catalyst Fund Managers), she says: "It has been challenging, but it has taught me a lot about managing challenges and managing myself within the corporate environment."

"It has challenged my adaptability, flexibility, and also managing myself within all the rotations. But I have enjoyed myself because I have received exposure to different cultures and different kinds of people. Now I have a sense of what culture I am looking for, what works for me."

Even for Rego, who already has work and business experience, Fezeka has been enormously helpful as a transition into the corporate world. "Without Fezeka, it would have been a lot harder. The support we have received from Fezeka, from a mentorship perspective and a coaching perspective, has really helped me to find my feet. I've had to find out exactly who I am, to know myself well enough to be able to manage myself."

The Fezeka candidates also completed the NQF 7 Financial Markets Practitioner (FMP) Learnership and are scheduled to attend the CFA level 1 exam preparation classes offered by the ASISA Academy over the coming months in preparation for their CFA 1 exams later this year. Rego says it has been "a balancing act between work and study". "We are mostly fresh out of university, so we are familiar with the study aspect, but finding the balance with the working aspect has been challenging."



Rego still helps at the family pub when she is at home visiting and has started to spread the word about saving and investing. She is on her way to fulfilling her passion of educating people in her community saying, “Guys, this is actually the thing to do. Save your money! You don’t need R1,000, you just need R1 to start saving.”

In the rural community in the North West Province that Rego calls home, “there are many socioeconomic challenges like poverty, teenage pregnancies, and drug use”. She says: “I always knew that I wanted to be in finance. I wanted to join the industry to understand how it works so that I could give back one way or another to my community.”

This is very much in the spirit of her bursary from the Motsepe Foundation, where the only obligation is to “be successful and pay it forward”.

