

MICHAEL ABBIW

PROFILE

Michael Abbiw is an accomplished enterprise development, marketing, and strategy expert. He is a seasoned trainer and management consultant with over 20 years of professional experience in key areas of Sales and Marketing, Business Development, Leadership Development, Customer Service Excellence, Organizational Development, Strategy Development and Execution, and Market Research and Data-Driven Decision-making.

He is a Chartered Marketer with strong academic and professional credentials. He is a Fellow of the Chartered Institute of Marketing Ghana (FCIMG), the Chartered Institute of Leadership and Governance (FCILG), the Institute of Directors, Ghana (FIoD), and the National Institute of Marketing Nigeria (FNIMN). He holds an MPhil in Entrepreneurship and Corporate Strategy from Methodist University Ghana (MUG) and an MBA in Business Administration from Kwame Nkrumah University of Science and Technology (KNUST). He has a Postgraduate Diploma from the Chartered Institute of Marketing - UK. He is a Certified Mentor and a Certified Governance Expert from London Business Training & Consulting.

He is an entrepreneur with four (4) organizations, and currently, he is the Chief Executive Officer and Lead Consultant of MGA Consulting Ghana Limited, a leading Management Consultancy and Capacity-Building firm. He is also the President of the Chartered Institute of Marketing, Ghana, and a lecturer in marketing at Methodist University, Ghana.

In addition, Michael serves on various boards, including the Governing Council of the Chartered Institute of Marketing, Ghana as a Chairman, the Board of Directors of Telecel Ghana as a Board Director, an Independent Board Member of the Ghana Association of Savings and Loans Companies (GHASALC), and the Board Chairman of Securisk Insurance Brokers Limited (Ghana).

He is deeply passionate about developing future leaders, imparting knowledge, and fostering professional excellence. Michael enjoys researching, writing, mentoring, and conducting leadership training sessions. He has authored various training manuals and business strategy articles. Beyond his professional pursuits, he is highly social and charismatic and values relationships and meaningful connections. Michael is known for his vibrant energy and ability to unite people, creating memorable experiences with friends, family, and colleagues. He strongly believes in and values family, collaboration, inclusion, and excellence. As a strong advocate for family values and community, he is married with two biological children and has embraced many others into his extended family, reinforcing his belief in inclusivity and shared success.

“Business Development and Marketing is at the heart of every organization, it is an investment not an expense, invest now and realize the benefits in good time.” Michael Abbiw

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Religion	Christian
Marital Status	Married
Nationality	Ghanaian
Social Media Handles	IN: linkedin.com/in/michaelabbiw FB: Michael Abbiw

EDUCATION

Year	Title & Institution
2024	MPhil Entrepreneurship and Corporate Strategy Methodist University, Ghana (MUG)
2018	Postgraduate Diploma, Marketing Chartered Member of Chartered Institute of Marketers - the UK
2007	MPhil Business Administration (Human Resource Management) Kwame Nkrumah University of Science and Technology (KNUST)
2004	B. A. (Honours) Publishing Studies (Printing) - First Class Honours Kwame Nkrumah University of Science and Technology (KNUST)
1998	Senior School Certificate Examination (SSCE) Presbyterian Boys Secondary School - Legon

EMPLOYMENT RECORD

Period	Company
Jan 2025 - To Date	Adjunct Lecturer Methodist University, Ghana Teaching courses including Integrated Marketing Communication, and Strategic Brand Management.

Dec 2021 - To Date	Chief Executive Officer MGA Management and Consulting Limited - Nigeria <p>Extending the impact being created in Ghana to Nigeria. To assist in the development and strategic turnaround of growing businesses in sales & marketing through training, strategy development, and implementation in the Insurance, Financial, Real Estate, Automobile, and other industries in Nigeria.</p>
June 2020 - To Date	Executive Director Supreme Trust Insurance Brokers Limited <p>Well vested knowledge in the insurance industry has provided me the opportunity to acquire a deep working understanding of practices in the insurance market in Ghana and beyond. Leveraging these skills and knowledge to provide clients, from private to state-owned organizations with innovative solutions that meet their unique insurance needs.</p>
June 2019 - To Date	Lecturer Ghana Insurance College <p>Contributing my quota to the development of the Ghanaian Insurance Industry by sharing the experiences I have acquired over the years in insurance through courses offered by the institution to industry players who patronize the college's courses.</p>
Sep 2016 - Jul 2017	Managing Director GGCredit Microfinance Limited <p>Headhunted to lead a change team to transform a collapsing financial institution into a profitable venture.</p>
Mar 2013 - To Date	Chief Executive Officer MGA Consulting Ghana Limited <p>An active entrepreneur focused on helping small, medium, and large businesses develop structures in sales and marketing. My role has assisted in building and transforming sales & marketing activities through training, strategy development, and implementation in the Insurance, Financial, Real Estate, Automobile, and other industries in Ghana.</p>
Jan. 2013 - Aug 2016	Head of Marketing Ghana Union Assurance Company Limited <p>Helped set up and manage the sales & marketing unit, contributing profitably to the development of the organization. Was in charge of the branch network operations, broker relations, new business development, company-wide sales and marketing, market research, and agency management.</p>

- Sep 2010 - Dec 2012** **Head, Business Development**
Regency Alliance Insurance Limited (Now RegencyNem Insurance Co. Ltd.)
 As a new organization, I helped formulate the strategies and structures that resulted in the company being adjudged the fastest growing insurance company in Ghana. Was in charge of company-wide sales & marketing, branch network operations, new business development, broker management, and agency management.
- 2009- Aug 2010** **Chief Marketing Officer**
Golden Life Assurance Company Limited
 Was part of the new management team that took over CDH Life Assurance and transformed it into a profitable venture. Led the rebranding team that rebranded the company into GoldenLife Assurance. Was successful in growing the active agency base from 7 to 75 within a year of operation. Was also in charge of branch network and company-wide sales and Marketing.
- 2007 - 2009** **Business Development Manager**
KEK Insurance Brokers Limited
 Setup and developed structures for a KEK sales and marketing team, which exceeded its targets year on year. Revitalized three collapsing branches and brought them to profitability. Redefined sales and marketing within the insurance broking sector and managed all the branches within the organization.
- 2006 - 2008** **Demonstrator & Research Assistant**
KNUST School of Business
 Provided administrative support to the Dean of the School, assisting in admissions and registration of students, preparation of accreditation documents for the National Accreditation Board, providing ICT support, and Helping with tutorials in the Organizational Behaviour Class.
- 2005 - 2006** **Resource Person and Demonstrator**
Department of Book Industry
 Assisting in lecturing special courses under Entrepreneurship and Book Trade Courses, joint lecturing in Printing Technology, and Production & Operations Management.
- 2005 - 2006** **Assistant Editor in charge of the College Journal Office**
Provost Office (CASS)
 Assisted in the editing and production of the CASS News, CASS Handbook, and CASS Journal

PROFESSIONAL LEADERSHIP

Feb 2025 - To Date **President**
Chartered Institute of Marketing, Ghana

Responsible for leading, developing, and implementing the overall strategy of the institution, ensuring the achievement of its mission and goals, and fostering a positive and effective environment for marketers in Ghana.

MEMBERSHIP IN PROFESSIONAL BODIES

Fellow - Chartered Institute of Leadership and Governance (CILG)

Fellow - Institute of Directors, Ghana (IoD-Gh)

Fellow - Chartered Institute of Marketing, Ghana (CIMG)

Fellow - National Institute of Marketing of Nigeria (NIMN)

Full Member - Chartered Institute of Marketing, UK

Affiliate Member - Chartered Institute of Insurance, Ghana

Member - Project Management Institute, UK & Ghana

MEMBERSHIP OF BOARDS

Date	Position & Company
2025 to Date	Board Member , Built Financial Technologies Limited
2025 to Date	Chairman of the Governing Council , Chartered Institute of Marketing, Ghana
2025 to Date	Independent Member , Ghana Association of Savings and Loan Companies
2023 To Date	Board Director , Telecel Ghana
2022 To 2023	Board Member , Carloking Services
2021 To Date	Board Chairman , Securisk Insurance Brokers Limited
2021 To Date	Board Member , MGA Management and Consulting Limited
2021 To Date	Board Chairman/Co-Founder , MGA Foundation
2020 To Date	Board Member , Supreme Trust Insurance Brokers Limited
2019 To Date	Board Member , Kwesi Essel-Koomson Memorial Fund for Girls
2018 - 2020	Board Member , Ghana Cylinder Manufacturing Company
2016 - 2020	Board Member , Union Rural Bank
2013 - To Date	Board Member , MGA Consulting Ghana Limited
2007 - 2009	Board Member , Mobile Solutions Limited

2007 - 2009	Board Member , Senya Farms Ghana Limited
2007 - 2009	Board Member , Mother Theresa Foundation
2008 - 2009	Board Member , Ghana Netherlands Chamber of Commerce
2007 - 2009	Board Member , Union Rural Bank
2007 - 2008	Board Member , KNUST University Council

CONSULTANCY SERVICES

1. Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ)
2. Deutsche Sparkassenstiftung für Internationale Kooperation (DSIK)
3. Ghana Enterprises Agency (GEA)

CONFERENCES, PRESENTATIONS & ONLINE SEMINARS

Date	Function & Name of Conference
2024	Host , MGA Dialogue Series
2023	Speaker , Regional Network for MSME Sector and Employment Promotion (Sunyani & Kumasi)
	Speaker , National Sales Leaders Conference (NSLC)
2022	Panelist , Ghana Women Entrepreneurship Summit Forum
2022	Resource Person , Ghana Women Entrepreneurship Summit Masterclass
2020	Main Speaker , The Impact of COVID-19 on the Insurance Industry of Ghana; Products, Productivity & Profitability
	Host , MGA SACC Series
2018	Attendee , Clean Cooking Investment Forum, Kigali-Rwanda
2006	Resource Person , KNUST

PROFESSIONAL EXPERIENCE (RESEARCH, & PUBLICATIONS)

Year	Assignment
2024 - 2025	Publication - Entrepreneurship 101: A Guide for Undergraduate Students (Entrepreneurship and Wealth Creation)
	Industry Research - Ghana Digital Economy Outlook 2025
	<i>GIZ Project</i>
	Industry Research - Development of a Framework on Women Inclusion for the Credit Union Movement in Ghana.
	<i>Credit Union Association of Ghana (CUA) and DSIK Project</i>

Industry Research - Analysis of The Potential of Green Businesses in Ghana.

GIZ Project

Industry Research - Post-Training Follow-Up Assessment of Beneficiaries of the DTC Project in Ghana.

International Telecommunication Union (ITU) Project

2023 **Industry Research** - Legal, Regulatory and Institutional Review to Identify Gaps and Opportunities in Support of The Development of an Inclusive Insurance Regulatory Strategy and Roadmap.

National Insurance Commission (NIC) and UNDP Ghana Project

Industry Research - Review of the CUA MSME-strategy and Development of a Training Program for Credit Unions in Ghana.

Credit Union Association of Ghana (CUA) and DSIK Project

Industry Research - Assessment of Potential Partner Financial Institutions For “The Support To Private And Financial Sector In Ghana Programme (PFS)”.

GIZ Project

Industry Research - Needs Assessment For Informal Coaching And Mentorship In Women-Led Enterprises.

GIZ Project

2022 **Industry Strategy/Books** - Development of a Ghana Insurance Practice Reference Manual and an ABC of Insurance Book.

Chartered Insurance Institute of Ghana (CIIG) and GIZ Project

Industry Research - Gap Analysis and Content Mapping for Digital Skills Training for The DTC Project In Ghana.

International Telecommunication Union (ITU) Project

2021 **Industry Research** - Establishment of Business and Operational Models for Community ICT Centres (CIC).

Ghana Investment Fund for Electronic Communications (GIFEC) and GIZ Project

Industry Research - Development of a MSME-Strategy for Credit Unions in Ghana.

Credit Union Association and DSIK Project

Industry Research - Feasibility Study for a Proposed Merger of Selected Female Owned Microfinance Institutions in Ghana.

GIZ Project

2008 - 2010 **Industry Research** - Diagnostic Study Report to Identify the Training Needs of the Insurance Industry and Development of a Curriculum for Training in the Insurance Industry.

National Insurance Commission and World Bank Project

2006 **Newsletter** - Editing and production of the CASS News, CASS Handbook, and CASS Journal.
CASS News, First Edition

SPECIAL AWARDS & CERTIFICATES

2024 **Certificate of Completion** - The Six Morning Habits of High Performers
LinkedIn Learning
Certificate of Appreciation - Support in the development and promotion of entrepreneurship in KNUST
Kwame Nkrumah University of Science and Technology (KNUST)
Certificate of Completion - Leadership and Structures of Corporate Governance
London Business Training & Consulting
Certificate of Completion - Corporate Governance For Marketers
CIMG Certificate Program

2009 **Certificate of Completion** - Continental Reinsurance Plc., Nigeria
International Reinsurance Seminar

2008 **Certificate of Participation** - L' AINE Services Limited
In Search of Excellence through Effective Customer Service

2007 **Certificate of Completion** - International Leadership Foundation
Transforming Leadership Seminar - Part 1

2007 **Certificate of Participation** - KNUST School of Business
International Conference of Humanitarian Logistics in Ghana

2007 **Certificate of Honour** - Department of Book Industry (KNUST)
Immerse Contribution to the Development of the Department

2006 **Certificate of Honour** - Department of Book Industry (KNUST)
Immerse Contribution to the Development of the Department

COMPUTER PROFICIENCY

Extensive knowledge in SPSS, STATISTICA, EPI DATA, EPI ANALYSIS, Microsoft Excel, Microsoft Publisher, Microsoft Word software, and internet research.

INTERESTS

Research, Developing Models in new areas, Writing (articles, short stories and poems), Teaching, Reading (Academic Materials), Listening to News (Political Trends), and Music.

FUTURE ASPIRATIONS

To move higher on the professional ladder by developing innovative competencies to set up and manage a blue-chip organization to support society and Ghana.

REFERENCES

Available upon request.