

Bio - Petra Aba Asamoah

Petra Aba Asamoah is a dynamic leader, marketing expert, consultant, writer and published author. With about two decades of corporate experience spanning senior management positions in the airline industry, media, and textile manufacturing, Petra has a proven track record of success in leading cross-functional teams across multiple cities and counties in West Africa.

As a trailblazer in the marketing industry, Petra has championed the learning and practice of sales in Ghana, since 2015, and her books have left an indelible mark on both professionals and aspiring talents. "Sales 101: What Everyone Should Know About Sales," published in 2015, has evolved into a manual for sales professionals and teams nationwide, with many testimonials of its effectiveness in their journey towards sales excellence. Her second book, "Jungle Dance," released in 2020, provides a captivating yet informative fictional journey through the intricacies of the corporate world. In May, 2022, Petra was honoured as the "Author of the Month" by the Writers' Project of Ghana, showcasing her work in the literary community with a special event at the Goethe Institut in Accra.

Beyond her literary prowess, Petra Aba Asamoah is a dedicated mentor and coach, as well as a speaker on several human resource development forums, constantly sharing her expertise in nurturing the leaders of tomorrow. She proudly serves on the Implementation Committee of the Central Leadership Program, a flagship initiative of the International Central Gospel Church (ICGC), to empower young tertiary students in leadership and personal development. Petra also served a four-year tenure as a board member of the African Business Centre for Developing Education (ABCDE), where she played a pivotal role in driving educational advancement across Africa.

As an excellent communicator, Petra is a regular panelist and resource person on various television, radio and podcast shows. Notably, she co-hosted TV3 Ghana's "Kaptured by Women," a current affairs and lifestyle show that garnered acclaim for its insightful and inspiring content.

As a certified marketing professional, she holds a Chartered Post Graduate Diploma in Marketing from the prestigious Chartered Institute of Marketing (UK), an MPhil in Marketing from the University of Ghana Business School and a Bachelor's degree in Political Science from the University of Ghana, where she graduated with first-class honours.

Petra's passion for education does not stop at her own accomplishments, as she teaches marketing on a part-time basis and has taught at Ashesi University.

Petra is married and lives in Accra, Ghana with her husband and three children.