



THE AMBASSADOR COUNCIL

WHAT DO THEY DO?

The Ambassador Council oversees CFA UK's largest volunteer group: nearly 70 Ambassadors across the UK. They set the strategy for CFA UK's Ambassador Programme, support Ambassadors to meet their objectives, and highlight the achievements of the Ambassador Community to the CFA UK Board and wider membership.

THEIR STRATEGY

"At our Council meeting in January, we focused on our vision and mission for 2019 using the VMOSA approach (Vision, Mission, Objectives, Strategies and Action Plans). This breaks down our strategy down into Aims, Objectives and Action Points for the council.

We aim to achieve this by providing Ambassadors with more support in their roles and ensuring that they are recognised for their efforts. We are currently working on the Ambassador strategy using this approach, which will help provide a clear understanding of the Ambassador role." – **Mike Sneyd CFA, Ambassador Council Chair.**

VISION


To lead an Ambassador community that actively promotes the core values of CFA UK across the UK investment industry.

MISSION

To support the personal and professional development of volunteers on their journey as Ambassadors.

AIMS

1. To provide Ambassadors with the basic resources to drive member engagement.
2. To support the professional development of Ambassadors.
3. To develop and cultivate an increasingly responsive Ambassador community.



WHO ARE THE AMBASSADOR COUNCIL?

CHAIR



Mike Sneyd, CFA
*Head of FX Strategy
and Cross-Asset
Strategist at BNP
Paribas*

VICE CHAIR



Samuel Betha, CFA
*Senior Manager,
Asset Management
Advisory at EY*

MEMBERS



Funmi Akinluyi, CFA
*Head of Emerging and
Frontier Markets
Equities at Silk Invest*



Thai Le
*Market Risk at JP
Morgan Chase & Co.*



James Crombie, CFA
*Associate at Petrus
Advisors*



Nacho Morais, CFA
*Founder and CEO of
Frank Consulting
Ltd.*



Rita Macdonald, CFA
*Product Development
Manager at Aberdeen
Standard Investments*
