



Media Kit

Peter Ashade

Business Executive

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About Peter

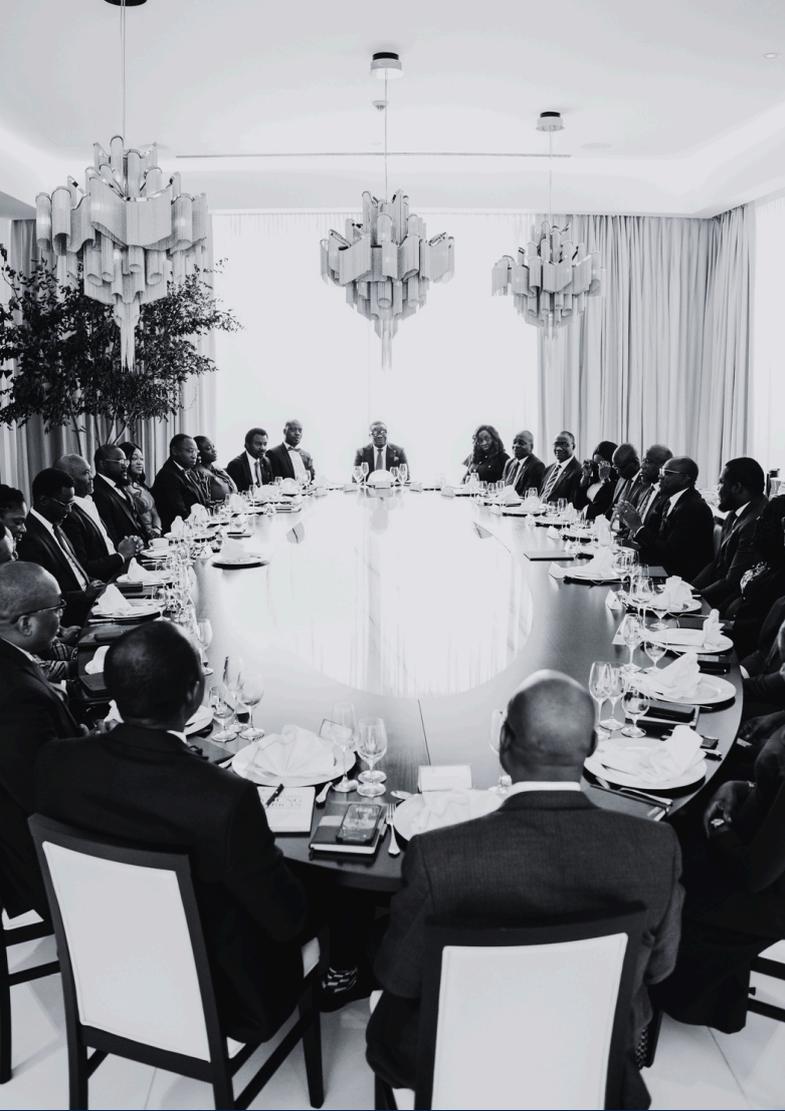
Peter Ashade is the Group Chief Executive Officer of United Capital Plc, a leading Pan-African financial and investment services group with over 60 years of heritage.

With over three decades of experience in financial services and executive leadership, he is known for building resilient businesses, leading through complex seasons, and developing people and systems for long-term growth.

**“Institutions
grow stronger
when leaders
focus on
people, not just
performance.”**

The logo features a stylized, handwritten-style 'PA' in white, followed by the name 'PETER ASHADE' in a smaller, clean, sans-serif font.

PETER ASHADE



Building Institutions Developing People Leading with Clarity



Executive Profile

A distinguished corporate executive renowned for his expertise in Execution, Business Transformation, Organizational Strategy, and Leadership, with an illustrious career spanning 36 years in Africa's financial sector, including closed to three decades as Chief Executive of leading financial institutions in Nigeria. Furthermore, Peter has a mastery of the Global Money and Capital markets, and he has participated in numerous notable market transactions across all segments of the market as well as pioneered some innovative and transformational products in the Nigeria financial sector.

Peter is the Group Chief Executive Officer of United Capital Plc, a position he has held since July 2018. Under his leadership, the company became the first non-bank Issuing House to issue a Corporate Bond in the Nigerian Capital market and has become the model investment management company in Africa expanding its operations across various regions including Nigeria, Ghana, and Cote d'Ivoire. Coupled with his visionary agenda and transformative culture, he led the company to significant growth in its business lines, service offerings, and operating model, remarkably increased PBT and Balance sheet size by approximately 1,000% and 2,230% respectively, within seven years earning the prestigious recognition as one of the fastest growing companies in Africa for four consecutive years [2022 – 2025] by Financial Times and Statista.

Prior to joining United Capital Plc, he served as Managing Director/CEO, Africa Prudential Plc (formerly UBA Registrars Limited), where he led the team to notable achievements and the organisation emerged as the only investor services firm to be listed on the Nigerian Exchange. Peter also led the company to be the first institution to develop a share portal and USSD product in the Nigerian capital market, including developing the first web-based investor services in the Nigerian capital market.

He is a Fellow of a number of prestigious organizations, including the Institute of the Chartered Institute of Bankers, the Chartered Accountants of Nigeria, the Institute of Capital Market Registrars, and the Risk Managers Association of Nigeria. He is an associate of the Chartered Institute of Stockbrokers, Chartered Institute of Taxation of Nigeria, the Institute of Directors, and an alumnus of the prestigious Lagos Business School (CEP23) and Global CEO program.

Peter sits on the board (non-Executive) of notable organizations, and a recipient of several awards locally and internationally including the BusinessDay CEO of the Year and the African CEO of the year by African Business Leadership Awards (ABLA). He remains a well-respected corporate leader in the Nigerian Financial Ecosystem.



PETER ASHADE



The Leader Africa Trusts



Key media



Find Peter on socials



Peter Ashade



@peter_ashade



peterashade.com



Peter Ashade



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Engagement protocol

Peter Ashade engages in conversations that align with leadership, institution-building, business growth, and people development. Requests are reviewed to ensure alignment with these themes.

Talking points

Peter Ashade is best suited for conversations that require clarity, depth, and long-term thinking - particularly in discussions around leadership responsibility, building enduring organisations, and developing people at scale.

Get in touch

For professional engagements, media requests, and leadership-related inquiries.

Please share the following details:

- Your name
- Organisation / Platform
- Nature of inquiry
- Proposed context or objective
- Timeline (if applicable)
- Location

Email: hello@peterashade.com



**Thank
You!**