

Zainab Kufaishi

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How did you first get interested in the asset management industry?

I studied Economics and International relations at University in the UK, and in my last year was particularly interested in the field of behavioral finance, and how a herd mentality can affect capital markets. I joined a small technical analysis firm and analyzed price chart patterns for various stock markets in order to advise portfolio managers on market timing decisions. That was my first foray into asset management, and after a couple of years as a technical analyst, I joined Fidelity's graduate program in institutional sales and marketing. The rest, as they say, was history!

How would you describe the attributes of a successful employee at Invesco?

Invesco is a great place to work because of the caliber and quality of people that come and stay here. It also strikes a fine balance between being entrepreneurial enough to allow individuals to be enterprising and take accountability for their business units, but also providing the operational infrastructure that allows everyone to feel supported and be part of a global network. Those that thrive here strive for excellence in everything they do, possess high integrity and respect for others, have a collaborative attitude and are resilient and tenacious in nature. Clients are at the heart of everything we do, and our top performers are passionate about success for our clients and for the firm.



What excites you most about the future of the Asset Management industry?

“I am a passionate humanitarian and believe we all have a duty to give back.”

Asset managers are responsible for managing assets for pensions, insurance, sovereign wealth and other long-term savings products. Asset management is often overlooked within the industry's role in wealth and value creation for economies. It is important to remember that as asset allocators, asset managers play an important role in channeling new capital to public and private companies, and are an important intermediary in the financial system, driving both growth within the economy and returns to millions of savers and investors. Asset managers ensure that companies are accountable for their performance and industry practices and play an important role in governance as a whole. I believe that the future is exciting for the industry because this is being increasingly recognized and the industry is attracting more talent. Forces like AI and automation are also set to have a profound impact as we seek to deploy things like big data within our investment process and within the sectors that we invest in.

What are some of your personal passions outside your career?

My extracurricular activities span a range of interests, including advocacy for female empowerment and confidence building in the workplace as a member of Invesco Women's Network in EMEA, and a voluntary position as Head of Corporate Partnerships for the Ellevest Network in Dubai, a global professional women's networking platform. I also helped organize a TEDx event in Dubai, and I mentor ladies both within and outside Invesco. I am a passionate humanitarian and believe we all have a duty to give back. I have done various volunteer stints, including working at a refugee camp in Greece, and continue to be involved with the people I met there.