EY Corporate Finance Woman of the Year global final

Rome
9–11 February 2020
Finalists

- Saina Abeshzadeh
- Maria Ahmeé Quintero Campas
- Fatema Alhaddad
- Rowayyah Alhefeiti
- Srishti Bhandari
- Camilla Brautaset
- Yara Bugis
- Eileen Deng
- Yunyi Ding
- Julia Down
- Sinead Durcan
- Friederike Falk
- Jie Hui Tan
- Pia Jurhar
- Yousra Laklalech
- Anna Milloni
- Alejandra Quevedo Cardona
- Marina Quintero
- Kilia Rouhelo
- Charlotte Schlüter
- Julie Tamura
- Rhea Venugopal Nambiar
Saina Abeshzadeh

Country: The Netherlands
University: Erasmus University of Rotterdam
Major: Master of Science, Quantitative Finance

Saina is a master’s student in econometrics with a specialization in quantitative finance at the Erasmus University of Rotterdam. Her studies have taught her the importance of perseverance and having an analytical mindset. Throughout her student years, she has gained work experience to challenge herself and grow in more dimensions. Saina interned at the Dutch central bank and joined the University Board in Groningen as their distinguished student member.

“My experiences have taught me strategic thinking, having a solution-oriented approach and leading together with a team. Furthermore, living part of my youth in Iran and having an immigration background has given me a diverse worldview and an interest in working with people from different backgrounds.”

Saina was very excited to learn more about corporate finance during the EY Corporate Finance Woman of the Year competition. It was interesting for her to discover ways to use her quantitative background at EY.

“I enjoyed finding ways to combine my analytical mindset which I learned during my studies together with the skills I have gained during my experiences. EY provides a mixture of both, and I especially like the diverse workforce. I learned a lot about EY during the competition but what I liked most was seeing this amazing group of women be confident and flourish throughout the day.”
Fatema Alhaddad

Country: Bahrain
University: Bahrain Polytechnic
Major: Bachelor of Banking and Finance

Having always had a passion for mathematics and solving complex challenges, Fatema studied science in high school. "I've never seen myself as a doctor, but I knew that I will be involved with numbers," Fatema noted. Keen to expand her knowledge into the world of business, Fatema is pursuing a bachelor's degree in banking and finance.

After participating in Bahrain's EY Corporate Finance Woman of the Year competition, Fatema is confident with her decision to pursue banking and finance instead of science and mathematics. "EY's nature of work became clear after doing the group assessment. TAS requires attention to detail, financial analysis, and strong critical thinking," she reflected. As far back as she can remember, Fatema has always taken the initiative of planning family events and occasions, and individual and group assignments across her studying life. She has a passion for working in teams, excels at team leadership, loves numbers and calculations, and believes these qualities made her a strong candidate for the EY Corporate Finance Woman of the Year program.

Moreover, Fatema has a strong desire to further her global mindset by working with teams from across different cultures and working with diverse clients from various industries. Not only is she focused on her professional development, she is also devoted to positively impacting others, whether by inspiring, motivating or giving advice: “I am glad that my cousins and students within my university are asking for my advice in relation to their studies, courses and to their future career plans, and am grateful for being the one who pushes them towards success.”
When entering the EY Corporate Finance Woman of the Year competition, Rowayyah thought she would use the opportunity to gain a unique insight into EY and corporate finance. “I was happy to learn that EY can provide many opportunities to grow and to develop my skills. It pleased me to find that working in TAS is neither boring nor repetitive since each new project is unique and different than the ones before it,” she remarked.

“One interesting fact about me is that I initially considered becoming a physics major once I graduated from high school. However, my father advised me to consider studying business, which led me to pick finance as my major. Although I was initially unsure about my decision, I realized with time that this was the perfect major for me.” Participating in the EY Corporate Finance Woman of the Year competition only strengthened Rowayyah’s confidence in finance as the best career path for her.

“Looking back, I have always been interested in business and entrepreneurship as a student. I remember selling everything from waffles and cookies to handmade bracelets and charms, during entrepreneur festivals and during charity day events at school.” She believes her entrepreneurial drive and knack for business will help her succeed in life, and at work.

“My goal is to build a diverse and sustainable working world where people can collaborate to find better answers and solutions to the world’s most pressing problems and challenges.”
Srishti Bhandari

Country: India
University: Shaheed Sukhdev College of Business Studies
Major: Bachelor of Management Studies

Srishti’s tryst with finance was purely accidental. “It was simply a way for me to steer clear of having to slog at trying to make sense of the sciences. However, I quickly realized that there is something quite empowering about finance. This very hyper intellectualized yet glamorized image of finance pushed me to challenge myself to explore more about it.”

Participating in the EY Corporate Finance Woman of the Year competition was a major part of Srishti’s exploratory journey into finance. “It was a perfect simulation of both the perils and rewards of corporate life. Having never attempted a case like the one in the country finals before, I approached it with childish exuberance. After many a futile attempt at finding the correct solution, I realized that keeping the big picture in mind is as important as arriving at the correct numbers.”

Aside from her newfound love of management and finance, Srishti has a keen interest in parliamentary debating and singing. “Both serve as a form of catharsis for me; an outlet for my creative expression. While singing, I let melody convey my many emotions and While debating I lay bare my opinions for critique and constructive engagement. Although singing has taught me patience, debating has taught me the need to never cower and the value of an opinion, no matter how controversial it might be.”
Getting firsthand experience and exposure to different learning opportunities is very important to Camilla. Having undertaken her bachelor’s degree in finance, Camilla is now pursuing a master’s degree in finance. She views it as a useful foundation and perhaps necessary tool to take a holistic approach to the challenges faced in the business world. It is this desire to further develop her knowledge and gain experience that led her to apply for Norway’s EY Corporate Finance Woman of the Year competition.

“I am so glad I dropped my initial worries and chose to participate in the country competition. It was a good reminder that one rarely regrets having participated in events like these. Corporate finance these days is more than numbers and balance sheets, and that is something I am grateful for. I guess you can say that this is what makes TAS so unique and attractive, because the work requires you to analyze, solve problems and produce results.”

Camilla loves to learn new things, especially when the topic is within an area that has previously triggered her interest: “I was thrilled when the case touched upon a sector I could relate to. Additionally, meeting other women in the same boat as myself while competing in a safe environment made the day with EY both comfortable and socially rewarding.”

Her assumptions about the range of work corporate finance and Transaction Advisory Services covers was also challenged through her participation. “The most fascinating part of the competition was the insight I gained from solving a case within a restricted time frame. TAS convinced me that it is a constantly evolving and challenging space to work in. The opportunity to learn about various industries and solve problems from different angles as a team strikes me as a rewarding career.”

During the competition, Camilla was pleasantly surprised by TAS’s supportive and energetic culture. Commenting on her experience, “I found myself smiling through most of the competition. Being surrounded by people who look for solutions and love what they do is truly inspiring. When it comes time to choose a place to work, I consider these attributes to be paramount.”
Yara Bugis

Country: Kingdom of Saudi Arabia
University: Effat University
Major: Bachelor of Finance

Having traveled the world, Yara decided that she could be most impactful by obtaining a certificate in English from Concordia University in Montreal, Canada and then pursuing her bachelor’s degree in finance at Effat University, in her hometown of Jeddah, Saudi Arabia. These experiences would grant her a working knowledge of Western and Middle Eastern cultures, enabling her to further her mission to make the world work better on a global scale.

As an honors student, Yara is swift to seize any opportunities that come her way, including signing up for the Chartered Financial Analyst (CFA) test and working with The Islamic Development Bank (IsDB). The mission of the IsDB is to improve the lives of its members by promoting social and economic development in member countries, which aligns with Yara’s personal interests. At the IsDB, Yara worked in the Line of Finance division, on credit analysis and risk assessment of banks and non-bank financial institutions from several countries. This experience confirmed Yara’s desire to continue her path of pursuing her education in finance.

The local EY Corporate Finance Woman of the Year competition was eye opening for Yara, an unforgettable experience of women coming together to make the world work better. She was keen to participate in the competition as it is challenging, educational and fun. The competition is a perfect blend of her interests, with a focus on finance and global business, and will give her exposure to new experiences. “Working in a globally integrated transactions practice is an exciting and rewarding opportunity for me to become a world-class business advisor in one of the most prestigious companies in the world.”
Eileen Deng

Country: United States
University: University of Pennsylvania
Major: Bachelor of Finance

Having the opportunity to be in two consulting clubs at university, Eileen knew she was interested in strategy. She enjoyed the variety of problems, companies, and industries she could learn about. However, after taking finance and statistics courses this year, she longed for a way to combine her interests.

Reflecting on the impact of the competition, she said, “Afterwards, I could visualize a career at the intersection of corporate finance and consulting, which is something I didn’t know existed previously. But what excites me more is that I still have so much more to find out about TAS, and I get the opportunity to ask more questions. Everyone has been so wonderful; they encourage us to ask as many questions as we can and to take advantage of the amount of expertise in the room.”

Her favorite part of the competition is that the cases are very real. “While flying to the competition, I read an article by EY on considerations companies must make regarding contracts when divesting a company. Besides being an interesting read and a distraction from the sporadic snores from the passenger next to me, I was pleased to actually tie it into the case and answer a question on it during the competition. I’m excited to make more of these connections from theories to application.”

In her spare time, Eileen likes to bake, knit, and weightlift. She also enjoys volunteering with senior citizens and listening to their stories while playing Bingo.
Country: China
University: Shanghai University of Finance and Economics
Major: Master’s in Business Administration

Having studied in both China and the United Kingdom, Yunyi has quite a diverse educational background consisting of finance, accounting, business, literature and linguistics. Grateful for her expansive knowledge, Yunyi was left feeling confused about which direction to take her career.

When entering the EY Corporate Finance Woman of the Year competition, Yunyi thought this would be the perfect opportunity to discover her true passion. “This country competition allows me to meet and associate with talented girls from elite universities in the Greater China area who have an ambition to work in corporate finance. The communication with them is not only amusing but also informative in terms of hearing diversified ideas of their own career development and why corporate finance. In addition to that, the five partners at EY TAS in Greater China also shared with us their opinions about their work and this competition.”

During the competition, Yunyi was able to experience firsthand what she has learned about in her studies, confirming that what she has learned from books pales in comparison to the experience she had during the competition.

“There remain some loopholes in my analysis, dimensions unattended to and few practical insights as pointed out by the five partners. Beyond that, the partners also indicated that women and the other finance practitioners should have a well-perused opinion and the guts to speak up. All of these enriched my understanding of EY and TAS. Working in this business line requires solid understanding of technical know-hows and practical experience, which is a perfect match to my career goals, my background and my personality.” The competition solidified her true desire to pursue a career in corporate finance.
Julia is passionate about both the power of capital allocation and the synergies that can be created through leveraging our economic resources, as well as the championing of gender diversity in financial and professional services.

As Co-President of a student organization at UniMelb, Banking on Women, Julia strives to develop financial curiosity in her fellow students who may have otherwise looked to other career opportunities. Additionally, Julia is a volunteer project consultant at The University of Melbourne’s student society Melbourne Microfinance Initiative, working to map social return on investment for clients in less-developed nations.

“I am very honored to have been chosen as the Oceania representative to compete in Rome, and(116,911),(258,983) I am very much looking forward to the opportunity to represent Australia and New Zealand. I hope to pursue a career in TAS as I believe that it is the perfect opportunity to learn about corporate finance and develop my analytical and critical thinking skills. I admire EY for running such a unique program and that others will also be inspired to develop their skills in corporate finance. This competition is one that is a testament to EY’s investment in diversity and inclusion, and one that I am very excited to be a part of.”

Julia Down

**Country:** Australia

**University:** The University of Melbourne

**Major:** Bachelor of Commerce, Finance and Marketing
Sinead Durcan

Country: Ireland
University: University College Dublin
Major: Bachelor of Business & Law

Participating in Ireland’s EY Corporate Finance Woman of the Year competition allowed Sinead to explore curiosities she had about the different roles within TAS. Talking about her experience, Sinead added, “Being able to receive an insight from a community of people so enthusiastic about their jobs truly sparked my interest in TAS even further.”

One of her biggest takeaways was understanding more about what it meant to work in TAS. “I was drawn to transaction support services and due diligence in particular, as I possess a real curiosity to delve into different companies and their operations, fueled by analyzing various companies during my undergraduate degree.”

“Although the case study was intense and complex, the thing for me that really cemented my interest in transactions was that I loved every minute of it – analyzing the company, seeking strategic growth strategies and value for the client – it didn't feel like work to me, rather an exciting project!”

Sinead is excited at the thought of working in transactions, mainly because the decisions you make each day have real potential to make extraordinary change in the commercial world.

EY’s passion and drive towards ensuring gender equality is something that she truly admires. “My hope is to support this mission and to further this goal in each and every possible way that I can, both in university and in the working world.”
Country: Germany
University: Frankfurt School of Finance
Major: Master of Finance, concentration in applied data science

Friederike has always loved working with numbers and coming up with solutions to problems. During her bachelor’s degree, she found a passion for numbers and their different ways of interpretation. “I am synesthetic, meaning my brain connects numbers with colors and sometimes even attaches sensual feelings to them. The number 8, for instance, is green and prickly to me. Coming back to my passion for numbers, I realized that in my future I would enjoy a job in which I will be able and required to deal with, and especially to interpret, numbers, values, and therefore data.”

With an ever-increasing desire to further expand her knowledge base, Friederike decided to pursue a master’s degree in applied data science. Hoping to gain further insights about TAS and finding a possible niche in the corporate finance field in which she could combine her finance background and data science approaches, she applied for Germany’s EY Corporate Finance Woman of the Year.

For Friederike, it has been a valuable experience as she was able to learn more about TAS. “I discovered that Valuation & Business Modeling team might be a match as their findings and results contribute key insights for the entire project team. Another aspect that sounds interesting to me is the possibility to be able to work with different companies on different projects and, through this, being faced with new situations that need to be handled. By being part of this competition experience I already started to face such new situations and began to explore how to solve complex corporate finance problems both individually and within a team. Building networks and working together while sharing the same experience is a great opportunity for me to start building my career within a diverse organization.”
Pia Jurhar

Country: Switzerland
University: University of St. Gallen
Major: Master of Science, Strategy and International Management

As a competitive athlete all through her undergraduate studies, Pia has had little exposure to the corporate environment due to other priorities on the basketball court. Now that she is in the first year of her master’s program, she is grateful for opportunities like the EY Corporate Finance Woman of the Year.

At the Swiss competition, Pia was able to successfully integrate her experience as a competitive athlete with her studies. “It was an amazing opportunity for me to apply the skills I have developed on the court and in the classroom in a competitive, yet collaborative, setting. I believe I succeeded particularly because of my athletic background, as most of the competencies developed are highly transferable.”

For Pia, participating in the EY Corporate Finance Woman of the Year competition allowed her to fully understand and explore what a career in EY TAS would entail for her: “TAS is all about the underlying reasoning for strategic decision-making – in today’s global, highly complex business environment it is fascinating to learn how to maximize value for clients while navigating geopolitical and digital disruptions. The case competition was a great experience as it challenged me to think about a company’s situation in a holistic way, but also clearly illustrated how many different internal and external influencers need to be considered when assessing advantages and disadvantages of each decision.

“I very much enjoyed the cooperative environment amongst the employees – which was also extended to us as the participants. During my experiences while living abroad, I have learned to truly understand the value of diversity and inclusivity and am excited to join a firm that shares these values.”
Yousra Laklalech

Country: France
University: Grenoble École de Management
Major: Master of Finance

Making an impact by doing meaningful work is extremely important to Yousra. “As a woman and future employee in the financial sector, it really made sense for me to take part in this event. Women’s education and empowerment is very important to me. Back when I was living in Morocco and as a member of the community service club, Interact, with my team we used to tutor orphan girls in “Dar El Banat” (Girl’s Home) and encourage them to hold on to their education and develop their self-esteem.”

Through the EY Corporate Finance Woman of the Year competition, Yousra gained firsthand experience in evaluating financial data and appreciating how diverse teams make the world work better. “I worked with a team I met for the first time, which was challenging, yet very insightful. Moreover, the coach’s advice allowed us to broaden our perspective and consider some aspects we didn’t think of at first. I also learned that there is no wrong or right answer to an issue since it mainly depends on the analysis of its outcomes.”

During this competition, Yousra commented that she had the privilege to meet, “bright people eager to share their knowledge, discover the wide range of opportunities corporate finance offers and shape my career perspectives. In particular, TAS and its complementary sub-services lines met my expectations since I enjoy analyzing and dealing with complex situations and devote myself to providing actionable and creative solutions. I also learned the importance it gives to collective work, sometimes even cross-country, to respond in the best possible way to the needs of the client.”

Perhaps the most worthwhile part of the experience for Yousra was discovering the EY purpose and experiencing how it aligns with her own passion. “I was happy to discover how much EY is committed to society through “Building a Better Working World”, which for me is not only believing that diversity is a great asset and encouraging it but also building a better functioning world by leaving a positive fingerprint on projects and changing things by advising on positive change.”
Anna Milloni

Country: Italy
University: Bocconi University
Major: Master of Science, Finance

Having always had a passion for numbers and economics, Anna found that pursuing a career in finance was her natural path. She was always told that critical thinking and problem solving were her biggest strengths and was determined to work hard to achieve her dreams and aspirations. After completing her bachelor’s degree in economics and financial markets, Anna decided to completely embrace the world of finance. She is currently pursuing a Master of Finance at Bocconi University, one of the top universities in the field, where she feels challenged and motivated by the environment.

Anna learned of the EY Corporate Finance Woman of the Year competition through the career services department of Bocconi University, to which she gladly applied. She is thrilled that this experience brought her here to the finals.

“The best part of my time at EY’s Milan offices for the national selection was meeting other women that are starting their careers and discussing our different perspectives, aspirations, fears, hopes. The case study gave me a more in-depth understanding of what tasks the TAS division performs, what kind of problems it deals with and what is the typical modus operandi to provide the best solution for the client. The area that fascinates me the most is mergers and acquisitions, and I hope that the future has that in mind for me.”

Anna enjoys spending time with friends, watching and playing sports and reading. She has an insane passion for Pride and Prejudice by Jane Austin, whose audiobook she listens to on repeat.
Alejandra Quevedo Cardona

Country: Colombia

University: Universidad del Rosario

Major: Bachelor of Economics

Alejandra has always held herself to a very high standard, and pushed herself to perform her best. “I have always set my goals high, dreamed about achieving big things; and the country competition showed me that I am able to do all that. Through the whole experience I was able to showcase all the effort I have put into my studies and how passionate I am.”

Reflecting on her experience in the competition, “I am glad I got to participate in this process with EY because it is a company that is building a better working world. Since the moment we arrived at the company and saw the work ethic, this was obvious. This work conduct is something my country lacks, and an aspect that I want to change as a personal goal; being able to get to know a company such as EY and their vision gave me hope to pursue this change in Colombia.”

Diversity and inclusiveness is another area that Alejandra feels strongly about. “Moreover, being part of a competition that focuses on women’s empowerment makes me proud of myself and gives me the will to fight against the gender inequalities around me.” Alejandra is also highly motivated by wanting to be a role model: “I want to show people around me that achieving amazing things is possible through hard work and I hope to show the other contestants all that Colombia has to offer.”
Marina Quintero

Country: Spain
University: Nova School of Business and Economics
Major: Master of Finance

Gaining insight into corporate finance, as part of a global organization, has been invaluable for Marina. Prior to starting her master’s degree in finance, she held several internship positions in the fields of law, sales in a tech company, strategy consulting and M&A. Having completed a double degree in Law and Business Management, Marina has a strong understanding of how society and businesses are interconnected and mutually reinforce one another, with an even stronger desire to learn the nuances of how they interplay at a global level.

“I am glad I took part in this competition. Previously, my interest lay in M&A, but now I have come to realize that there are other equally important departments involved in a transaction, and all of them are value-adding.”

Through her experience in the competition, Marina was impressed by how working on a hands-on case study made the team use their full potential: “We really had to work as a team to provide the jury with the best solution possible. There were plenty of factors to consider: strategy, synergies, status and development of the market, revenues and cost structure, etc. Not getting lost in the details and considering the bigger picture was challenging but also fun. What I particularly enjoyed was meeting the driven and smart candidates and EY coaches, who inspired me and enabled me to recognize there is space for women to succeed in this field.”
Since her teenage years, Ahymeé has been immensely interested in the world of business. Although she initially was pursuing a degree in economics, she quickly changed her major to business administration, a major which will give her a broad knowledge of the functional aspects of an organization.

“I did enjoy studying economics, because it provides you with strong technical skills for decision-making, but I was looking for a more practical area of study, where I could learn about the strategic functions as well as the operational and managerial aspects. I was interested to learn about the entire process an organization goes through to meet their established goals,” she reflected.

During the course of her first internship, she began to develop a deeper interest in finance. Since then, she has been exploring opportunities to further develop her knowledge.

“I decided to enter to the competition because I thought it would be a great opportunity to learn and understand more about a specific topic in corporate finance, that is transactions. When I read news, there’s always a story about a merger or an acquisition from different companies. When, how, why a company will buy, sell or merge to improve their growth, competitiveness and profitability are some of the questions that come into my mind while reading the story and enhances my interest in the topic even more. Being part of women’s leadership competitions is also one of my many interests. As women, we should empower each other to pursue our dreams and not be afraid to share our thoughts and opinions. We are capable of many things, and the world of transactions is not an exception.”

Maria Ahymeé Quintero Campas

Country: Mexico
University: Instituto Tecnológico Autónomo de México (ITAM)
Major: Bachelor of Business Administration
Kiia recently completed her bachelor’s degree in accounting and finance, and continues to deepen her knowledge of finance through her master’s studies. She is particularly interested in themes of sustainability and social responsibility, and is eager to apply her knowledge of finance to make the world a better place. “I believe corporate finance could be a place for me to contribute to society. Overall, the decisions regarding sustainable allocation of capital are crucial to developing the world for better.”

Having considered multiple career opportunities and wanting to keep as many doors open as possible, she chose to pursue her education in finance. Through her studies, she has gathered a network of like-minded people around her as she was a member of the board of the investment club at her university. She feels especially proud and inspired by other ambitious women members of the club and is confident that together they can really make a difference in the field.

Getting involved in the EY Corporate Finance Woman of the Year competition provided Kiia with an opportunity to discover more about the world of corporate finance and to see how she could incorporate her passion for social responsibility into a meaningful career.

Kiia considers herself a creative outside-the-box thinker, which she believes is an advantage in consulting and in the area of transactions. “Throughout the competition I have learned that there are always multiple solutions and being able to consider many different points of view gives you a larger perspective on the topic and helps you to achieve the best outcome. For that reason, diverse teams are the key to success,” she explains.

Ultimately, it is extremely important to Kiia to embrace any opportunities that come her way, and she believes that if you have fun while working hard, you are on the right path. “I want to inspire other women to seek for meaningful career paths where we can truly make a difference.”
Having completed her bachelor’s degree in business economics, Charlotte quickly discovered her fascination for the financial decisions of companies and the transactions they go through. The large impact of these transactions inspired Charlotte, instilling in her a desire to learn more about corporate finance. This desire led her to apply for the EY Corporate Finance Woman of the Year.

Keen to further explore what the world of global business could offer, Charlotte is pursuing a master’s degree in accounting and IT. “In the first semester, I went on an exchange to Munich. This experience gave me a broad view on the habits and ideas of people from other countries. So, going to Rome and working with people from around the world, made me very enthusiastic.”

One of her biggest takeaways from the competition was learning how diverse and inclusive teams make the working world better. “The most interesting part of the EY competition was to hear other candidates’ presentations. Some of them took a different approach and proposed another solution. That way, I could compare myself with them and see what I could work on in the future.”

As Belgium’s EY Corporate Finance Woman of the Year, Charlotte is looking forward to undertaking her prize – in September 2020, she will start her career at EY in Belgium’s TAS practice. She is confident that she will not only bring her skills and experiences, but also bring diversity of thought and perspectives to a transaction.
Julie Tamura

Country: Japan
University: University of Tokyo
Major: Bachelor of Law and Politics

Julie envisions “a better working world” to be a working environment, where individuals can have the necessary opportunities to fulfill their potential and realize their ambitions. This simultaneously requires a sustainable system that incorporates individuals’ needs and holds a capacity to include different types of people. With “a better working world,” companies as well as institutions and even countries can generate new ideas and achieve sustainable growth for a long term.

Through the EY Corporate Finance Woman of the Year competition, Julie has found her interest in corporate finance and consulting. She has learned about the complexities of consulting and corporate finance as well as the joy of collaborating with her peers to find and deliver the best solution to their clients so that they can achieve their mission.

This experience has helped her reaffirm her interest in the consulting world and most of all in EY as a future workplace. The efforts EY places in promoting diversity and inclusion also resonates with Julie’s ambitions in becoming a mentor for other women in Japan. She looks forward to learning more about EY through the global round of EY Corporate Finance Woman of the Year competition as well as meeting many inspiring and ambitious young women.
As a mechanical engineering major, Jie Hui has always aspired to invent cutting-edge technologies and bring them to the masses. After working in both an early-stage start-up and a venture capital firm, Jie Hui soon realized that engineering a good product was only the first step in building a great company.

Driven by her desire to learn what makes or breaks a business, Jie Hui participated in the EY Corporate Finance Woman of the Year competition to gain deeper industry exposure. Reflecting on her experience in the competition, “putting myself in the shoes of a TAS member and getting my hands dirty cracking a case has shown me how integral corporate finance is to a company’s growth trajectory. Initially, I perceived corporate finance to be mostly number crunching. “The competition showed me how corporate finance translates numbers into tangible strategies that add value to clients. I am also grateful for the opportunity to network with industry leaders who were more than eager to share their experiences, as well as meet like-minded women passionate about corporate finance.” Giving back and creating value for her community is something Jie Hui holds close to heart. “A career in transactions gives me the platform to utilize my strong analytical ability to make a difference. I know there will not be a day I am bored at work. Given that Singapore is the hub of the fast-growing Southeast Asian economy, the work I will be exposed to will definitely be very exciting,” Jie Hui reflected.
Rhea Venugopal Nambiar

Country: United Kingdom
University: King’s College London
Major: Bachelor of Economics and Management

Rhea has always been intrigued by subjects such as accounting, economics and statistics, and keen to learn how to apply her knowledge to real-life financial situations. Through her work experiences, which began with job shadowing at the EY office in Dubai, and her university courses, her interest in finance continues to grow.

At the EY Corporate Finance Woman of the Year competition, Rhea had the opportunity to explore how problems are solved at EY – from helping companies expand, to crisis management. Reflecting on her experience, Rhea noted: “I realized that TAS fosters an environment where people are challenged but given all the resources to succeed. In times of geopolitical, regulatory and social changes around the globe, it is important to view transactions futuristically and help clients seize every opportunity, while preparing for further changes. I look forward to exploring opportunities in M&A, particularly as there have been several industry-defining transactions in 2019.”

Along with the technical aspects of the competition, Rhea is also interested in the global aspects of the EY Corporate Finance Woman of the Year program. “I have lived in three continents and realized that there is a lot to be done to help alleviate social issues; it is people who are passionate about building a better working world who can create solutions that make a change. The ethos at EY truly aligns with my beliefs on diversity and it was so great to hear about the initiatives taken to break stereotypes. At this early but crucial stage of my career, I have had the opportunity to mentor girls younger than me and be mentored by inspiring women – I believe it builds a safe and comfortable environment, because when women help other women rise, great things can happen.”
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EYG No. 000483-20Gbl

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