



### Simone Abramson

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#### What initially drew you to a career in M&A or corporate finance?

I enjoy the fast-paced environment of M&A, where every day brings new challenges and learning opportunities, and no two days are the same. I am drawn to this career because it is consistently exciting and keeps me actively engaged. Additionally, it is incredibly rewarding to contribute to the growth and transformation of companies in the South African market.

### What did your path into this field look like — was it intentional or did you discover it along the way?

My journey into finance has been a blend of intention and fortunate circumstances. I dedicated myself to upskilling by pursuing qualifications such as CA(SA), CFA, and MCom, taking on every opportunity that aligned with finance and accounting to solidify my position in the industry and enhance my chances of success. I was incredibly lucky to land my dream role.

### Can you share a defining moment or turning point in your career so far?

A defining moment in my career occurred when I was given the opportunity to project lead a transaction. Initially, I was apprehensive about taking on such a large responsibility, but I recognised it as a chance to prove myself and grow professionally. As I embraced this role, I realised the importance of effective leadership and communication. I worked diligently to align the team around our objectives, ensuring that everyone understood their roles and responsibilities. This experience challenged me to think more critically and strategically.

# How have you balanced your personal life with the demands of a career in finance?

Balancing my personal life with the demands of a career in finance has required intentionality and discipline. I've learnt that setting clear boundaries is essential. I prioritise my time by scheduling work commitments and personal activities, ensuring that I allocate time for family, hobbies and self-care.

Ultimately, I believe that a fulfilling personal life contributes to my effectiveness at work, allowing me to approach challenges with a clearer mind and renewed energy.

#### Have your views on work-life balance changed over time?

Yes, my views on work-life balance have evolved significantly. Early on in my career, I often prioritised work over everything else, believing that long hours and constant availability were necessary for success. However, I soon realised that this approach was not sustainable. As I gained more experience, I began to appreciate the importance of maintaining a healthy work-life balance. I recognised that taking time for family and friends improves overall wellbeing, while also enhancing productivity and creativity at work.

#### How do you mentor or support other women entering the field?

I was a mentor for the Investec bursary mentorship programme, where I guided an exceptional young lady studying accounting at the University of Cape Town through her career paths, providing her with support, resources and helping her set goals and navigate challenges to achieve her academic and career aspirations.

# How has the landscape for women in finance changed since you started?

There has been a noticeable increase in the number of women entering the finance sector. More women are pursuing careers in finance, leading to a more balanced gender representation in the workforce. The perception of women in finance is evolving, leading to increased support for female professionals. While challenges still exist, the progress made in recent years is encouraging.

#### What keeps you motivated on tough days?

I view tough days as opportunities for learning and personal growth. Overcoming challenges helps me develop resilience and enhance my skills, which motivates me to push through.

In addition, I find that breaking down larger tasks into smaller, manageable goals helps me maintain a sense of accomplishment throughout the day, keeping my motivation high.



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