

## Joanna Baidu – Bio

Joanna joined PMI towards the end of 2019 as a Business Development Analyst for Africa. Following her background as a professional who has managed projects that specifically focus on capacity and skills development in Africa, she attained the role of PMI Regional Youth Leader, Africa in 2021.

Joanna has worked in IBM Ghana initially as a graduate trainee followed by an opportunity to work in the office of the CTO and Vice President of Africa Skills initiative as a project manager. During her tenure at IBM Ghana, she helped to improve the depth and richness of knowledge within the software ecosystem to support IBM's brand expansion in Africa. Joanna spearheaded a variety of initiatives such as IBM Ghana's pilot mentoring programme with Ashesi University, the maiden edition of a mobile competition in partnership with Airtel and University of Ghana and supported the efforts of talent and capacity building programme convened by IBM in West, East and Southern Africa. She also has experience working with other organizations in various job roles including Data Analyst.

Joanna is an alumnus of School of Oriental and African Studies (SOAS), UK where she completed her Masters in International Studies and Diplomacy. She also has a Bachelor's degree in International IT Management, awarded a certificate from the Centre for Political and Diplomatic Studies for Negotiation Training, and is currently undertaking 2 short courses; on Diplomacy in the 21<sup>st</sup> Century and British Sign Language – Level 1.

'International' is a watchword to define Joanna's passion and interests, she is currently learning to speak French and desires to learn other languages and is presently exploring the creation and development of fragrances in pursuit of owning her own fragrance in the near future.