

BALANCE FOR BETTER



Beverly Spencer-Obatoyinbo —MD, BAT Kenya

She has been at BAT since 1996, having come from the pharmaceutical industry. She held the position of BAT area director Swiss Cluster based in Switzerland before being promoted to the position of managing director in May 2017.

She says the pace of change in today's cor-

porate world is mind blowing and therefore women are faced with a myriad of professional and personal complexities when trying to meet family obligations and achieve personal goals. "Keeping all the different balls in the air is difficult and requires planning, support and a lot of luck! Remember perfection is a great goal to have but is not necessary in order to achieve great things," she says.

She is also currently, chair of the Kenya Association of Manufacturers (KAM) Multinational CEOs Caucus.

She has held various senior roles within the BAT Group including, marketing director BAT Nigeria, general manager BAT Egypt, area director for BAT West Africa area and head of human resources for BAT East Europe, Africa and Middle East region.

With many women struggling to keep both

career and family, she reckons that it counts to have a solid support structure at home and in the workplace to enable one to take risks required for growth.

"Women all over the world have to make difficult choices and often uncomfortable compromises in order to get on," she says.

"I believe it is hugely important, to first of all, enjoy what you do, build a great team around you and have an outlet to help you to de-stress – I enjoy the balance yoga brings, playing golf with my family and the creative outlet of interior design."

Her advice to fellow women is: Stay true to yourself. Don't fall foul of other people's expectations of how you should behave. Work hard, have a goal in mind and stay with it.