



**G:ENESIS**  
UNLOCKING VALUE FOR 20 YEARS





## YOU'VE GOT POTENTIAL.

People keep saying it.

Perhaps you even believe it.

But the best way to prove your value is to unlock it.

If you join Genesis Analytics you'll be given an extraordinary opportunity to gain valuable experience in a fast-paced, high-energy environment, working on real projects that unlock value.

**JOIN GENESIS ANALYTICS,  
UNLOCK YOUR OWN POTENTIAL AND  
UNCOVER THE UNSEEN VALUE IN YOUR WORLD.**

## ABOUT US

Genesis Analytics was one of the first economics-based consultancy firms to be established in Africa and has since grown into the largest. More than 50% of our work is now outside of South Africa and extends to 32 countries on the African continent.

Genesis Analytics celebrated 20 years of business in February 2018. In 1998 Genesis was founded by Stephan Malherbe with one other member of staff. The firm grew to 50 staff members in 3 practice areas and Group Services by 2011. In 2016 Genesis staff grew to 100 in 8 practice areas and Group Services. We continue to grow and want **YOU** to be a part of us!



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### OUR PURPOSE IS TO UNLOCK VALUE IN AFRICA!

Our 80-plus full-time consultants use their analytical capabilities to improve decision-making and, through better decisions, unlock substantial value for our clients and society.

Our techniques, principles and approaches provide clarity for decision-makers.



# WHAT MAKES GENESIS UNIQUE

**WE ARE UNLIKE MOST OTHER CONSULTING FIRMS FOR A NUMBER OF REASONS:**

## **FAR-REACHING, HIGH-IMPACT PROJECTS**

We are rooted in Africa, but the reach of our projects is global. We apply economics across public, private and donor organisations, and have worked alongside 15 of the top 20 JSE-listed companies, facilitating large projects that deliver high-impact work.

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## **EXPERTISE IN TEAMS**

Our staff are highly qualified and experienced, while also young, dynamic and diverse enough to provide valuable insight into a wide range of situations and markets. By working in teams, our staff grow through being exposed to new methodologies, best practice and knowledge sharing.

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## **MAKING A REAL DIFFERENCE**

Our purpose and our values are the guiding principles to how we do business. The Genesis Educational Foundation Trust provides bursaries for students who have the aptitude, yet limited resources, to grow into proficient economists. Our community involvement also extends to CSI and pro bono contributions, most of which are facilitated by the G:Soc, to empower the communities in which we operate.

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## WHAT'S IN IT FOR YOU

Working at Genesis is challenging - we set high standards for all our employees, including junior staff. We offer meaningful work in passionate and talented teams. The work you will do is intellectually interesting and through it you will build skills such as empirics, logic, and creativity in problem solving.

You will be able to contribute to projects that address global challenges such as poverty, job creation, youth economic opportunity, skills development and environmental sustainability. The extent to which you will experience this will be partly dependent on the practice into which you would be recruited. It is for this reason that we encourage you to familiarise yourself with our practice areas.



## WHAT WE ASK IN RETURN

Positions at Genesis are limited and highly sought after. We have high expectations of our graduates so expect hard work and dedication.

We expect you to display indisputable standards of professionalism and ethics, to contribute intellectually wherever possible and to grow your own abilities in your field. You will be expected to go the extra mile, and to show your drive, innovation and willingness to learn.

As our business is client-facing, we expect you to be respectful and helpful to all of our clients at all times.

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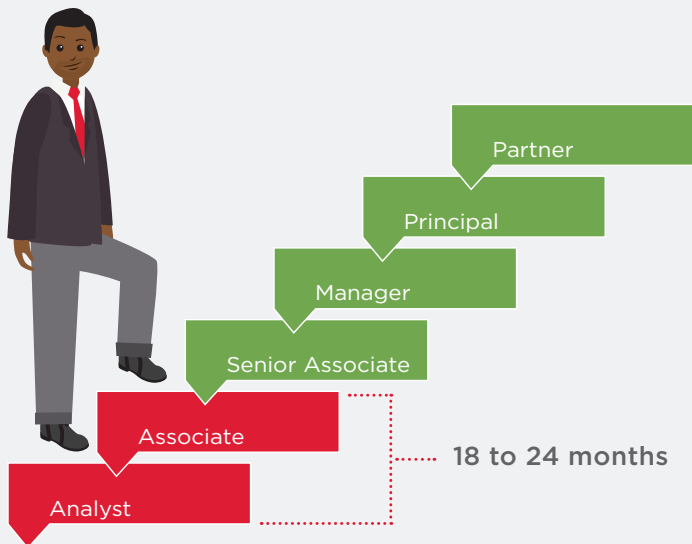
## WHAT YOUR STRUCTURED CAREER PATH LOOKS LIKE

From day one we offer a structured career growth path for ambitious graduates with a clear vision of their future with us. The growth curve from Analyst to Associate is steep and usually occurs within 18 - 24 months. However, depending on the practice into which you would be recruited, the growth curve from Analyst to Associate may extend to 36 months.



How you drive and develop your career determine your success and progression.

We recruit graduates on the basis that a new consultant has the potential to progress to partner level. However, each step of your career journey depends on your performance. Each graduate's performance is measured and analysed bi-annually and is used to inform the decision for promotion.



We offer a supportive and guided environment to facilitate your growth and development. Genesis recognises that the demanding nature of consulting may not favour everyone who joins, and is open to dialogue with such individuals.



## OUR PRACTICE AREAS

We combine a wide range of expertise and technical skills with in-depth knowledge in many sectors. Consultants are hired into one of the following eight practices:



**Agribusiness & Market Development**



**Applied Behavioural Economics**



**Competition & Regulatory Economics**



**Evaluation for Development**



**Financial Services Strategy**



**Health**



**Infrastructure & Public-Private Partnerships**



**Shared Value**



## AGRIBUSINESS & MARKET DEVELOPMENT (AMD)

Africa's agricultural sector is critical to sustainable economic growth and poverty alleviation. We design, implement and manage market-led, pro-poor programmes that address systemic agricultural market failures. We combine deep technical expertise in agriculture, agro-processing, agricultural finance and policy, and climate change with insights gained across Southern, East and West Africa to design programmes that meet the pro-poor development objectives of our clients.

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### OUR AREAS OF EXPERTISE

Market systems development | Monitoring and evaluation |  
Rural and agricultural finance | Competition economics |  
Trade

### SECTORS IN WHICH WE HAVE EXPERIENCE

Climate change | Manufacturing

### QUALIFICATIONS THAT WILL BE CONSIDERED INCLUDE

Masters in Economics, or Agricultural Economics,  
Urbanisation and Development, Environmental Science





## APPLIED BEHAVIOURAL ECONOMICS (ABE)

Behavioural Economics considers how contextual factors affect decisions. We help businesses grow and become more profitable by affecting large-scale customer behaviour change. Companies across the world – from financial services to telecommunications companies – are using behavioural economics to understand and change customer behaviour. It is also increasingly being used in the development world as a way to help change human behaviour in order to decrease preventable non-communicative diseases like obesity and diabetes.

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### OUR AREAS OF EXPERTISE

Behavioural analysis | Behavioural change |  
Prototyping | Behavioural economics capacity building

### SECTORS IN WHICH WE HAVE EXPERIENCE

Communications and media | Financial services |  
Health | Manufacturing

### QUALIFICATIONS THAT WILL BE CONSIDERED INCLUDE

Undergraduate in Economics with an associated postgraduate  
| Masters in Economics or related, Psychology, Statistics

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## COMPETITION & REGULATORY ECONOMICS (CRE)

Our CRE team is the leading South African provider of independent, expert economic analysis, advice and testimony in competition law, sector regulation, international trade and general litigation. Our approach to competition economics involves the application of rigorous economic analysis, using quantitative and conceptual approaches, which have made us the provider of choice for most top law firms. We also work extensively with regulators and competition authorities, giving us a position of trust based on a strong reputation for providing robust and independent expert economic views.

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### OUR AREAS OF EXPERTISE ARE

Abuse of dominance and prohibited practices | Merger analysis and public interest | Expert testimony | Compliance advice | Damages quantification | International trade disputes | High Court litigation and arbitration proceedings | Licensing advisory and support | Tariff design and determination

### SECTORS IN WHICH WE HAVE EXPERIENCE

Agriculture and agribusiness | Communications and media | Entertainment | Financial services | Energy | Health | Manufacturing | Mining | Public and social | Retail | Transport and logistics

### QUALIFICATIONS THAT WILL BE CONSIDERED

Masters in Economics, or Applied Economics only

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## EVALUATION FOR DEVELOPMENT (E4D)

Our Evaluation for Development practice offers African governments, companies, international donors, foundations and non-profits with the information and insight they need to improve interventions and produce better results. As a provider of Monitoring & Evaluation (M&E) services we combine our understanding of the African context with our experience in qualitative and quantitative methods to assess progress and measure value creation.

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### OUR AREAS OF EXPERTISE ARE

Design, review and support of M&E systems |  
Evaluation & impact assessment | Ongoing support  
as a learning partner | Market systems development |  
Financial Inclusion

### SECTORS IN WHICH WE HAVE EXPERIENCE

Agriculture and Agribusiness | Education |  
Financial services | Health | Public & social |  
Youth economic opportunities

### QUALIFICATIONS THAT MAY BE CONSIDERED INCLUDE

An undergraduate in Economics (non-negotiable) with an associated postgraduate | Masters in Economics, Monitoring and Evaluation, Social sciences, Development Evaluation and Management, Development Studies

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## FINANCIAL SERVICES STRATEGY (FSS)

The Financial Services Strategy team helps leading financial institutions address their challenges, unlock value for their stakeholders and shape the future of the industry. Our team understands evolving market structures and technology, economics, and strategic and regulatory trends across all segments of the financial services sector. Our distinct approach is characterised by deep specialisation and rigorous fact-based analysis centred on a strong economics foundation.

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### OUR FINANCIAL SECTOR EXPERTISE INCLUDES

Strategy | Transaction advisory (corporate finance) | Market analysis and positioning | Business and operating models | Financial sector regulation | Digital | Risk management | Financial inclusion | Monitoring and evaluation | Competition economics | Applied behavioural economics

### SECTORS IN WHICH WE HAVE EXPERIENCE ARE

Retail banking | Corporate and investment banking | Insurance and asset management | Business banking | Capital markets | Payments

### QUALIFICATIONS THAT WILL BE CONSIDERED INCLUDE

Undergraduate degree in Economics (non-negotiable) with an associated postgraduate | Masters in Economics, Financial Economics, Financial Markets

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## HEALTH

Our Health practice develops customised solutions for the most pressing public health problems. Our focus is on strategy development, project design and implementation, and research and evaluation. We deliver robust economic regulatory analysis for clients. Genesis has also provided input on policy and regulatory developments such as the National Health Policy, single-exit pricing, pharmacy dispensing fees and the National Health Amendment Bill.

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### OUR AREAS OF EXPERTISE ARE

Research, evaluation and design | Prevention | Health financing and health economics | Regulatory economics | Competition economics

### QUALIFICATIONS THAT MAY BE CONSIDERED INCLUDE

Masters degrees in Public Health, Health Economics, Epidemiology, Demography, Statistics, Research Psychology, or Social Psychology, Genetics, Post-graduate Diploma in Management





## INFRASTRUCTURE & PPP ADVISORY (IPPP)

The Infrastructure and Public-Private Partnerships (IPPP) Advisory practice understands the gaps in infrastructure funding. Our expertise lies in taking infrastructure projects from the project preparation phase through to appraisal, the design of financing strategies and providing of transaction advisory services, using PPPs as a model for design and implementation. We have strong financial and economic modelling skills to appraise projects and structure them to deliver the best value for money with minimum risk.

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### OUR AREAS OF EXPERTISE ARE

Project preparation | Transaction advisory (project finance)  
| Capital raising | Enabling environment | Climate resilience |  
Regulatory economics

### SECTORS IN WHICH WE HAVE EXPERIENCE

Energy | Water | Transport and logistics | ICT |  
Pipelines | Urban and built environment

### QUALIFICATIONS THAT MAY BE CONSIDERED INCLUDE

Undergraduate degree in Economics with an associated  
postgraduate | Masters degree in Economics, Finance,  
Financial Markets

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## SHARED VALUE (SV)

Our Shared Value team works at the intersection of business and society, helping companies to understand, manage and improve their societal relations. Today this relationship is a key determinant of corporate value. We work with executives to measure and articulate the value of their company to society. We also design and implement strategies of shared value, respond to public policy measures, and build partnerships and dialogue.

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### AREAS OF SERVICE EXPERTISE

Socio-economic impact assessment | Public policy response and advocacy strategy | Shared value and inclusive business strategy | Strategic stakeholder engagement and dialogue

### SECTORS IN WHICH WE HAVE EXPERIENCE

Agriculture & agribusiness | Financial services | Mining | Public and social | Transport and logistics

### QUALIFICATIONS THAT MAY BE CONSIDERED INCLUDE

Undergraduate degree in Economics with an associated postgraduate | Masters degree in Economics; Politics, Philosophy, and Economics

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# OUR VALUES

Our values ensure that all of our work, in all of our focus areas, maintains the highest standards of professionalism, philanthropy and integrity.



## PLUS ULTRA

Rigour, imagination and courage – these set my work apart. We push frontiers to unlock value.



## SIYAKHANA

I am open and inclusive, and show compassion and respect. We build each other.



## GLASS BOX

My work and decisions can withstand scrutiny. We act with integrity.



# ARE YOU READY TO UNLOCK YOUR VALUE?

At Genesis Analytics we are constantly looking for curious economic minds with new ways of seeing the world and extrapolating empirical data in inspiring ways. If you see potential where others see problems, you might be who we are looking for.

Our ideal candidates are passionate, self-motivated, energetic and driven problem-solvers. We are looking for candidates who are fast learners and can implement their learning into practical applications.

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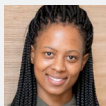
## APPLY ONLINE

[www.genesis-analytics.com/careers](http://www.genesis-analytics.com/careers)

## FOR MORE INFORMATION



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THE VALUE IS ALREADY THERE.  
WE JUST NEED YOU TO **UNLOCK IT.**



FROM STUDENT



TO GRADUATE



TO PROFESSIONAL





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