

Nii Amar Laryea

- Dedicated management professional with over 9 years' experience consulting to CTOs, founders, eCommerce and fintech operations teams.
- I have co-founded 2 businesses, raised pre-seed for one and work with a network of pan-African professionals and partners, on different projects.
- I enjoy making sense of, streamlining and implementing in ambiguous, scaling and new business contexts. Consultative B2B sales is my passion. Do and build more, say less, iteratively and simply.

EXPERIENCE

Ultraswift, South Africa, Ghana

Director
Apr 2018 - Present

Ultraswift is a digital business consultancy. We help businesses, people and groups, to connect, grow and sell online. Through Ultraswift as a Director and Consultant, I work with different teams on different projects. 3 of them are highlighted below :

Peach Payments, Germany

Consultant - Sales and Account management (Contract basis - annually reviewed)
September 2015 - May 2025

Peach Payments is a payment service provider that enables businesses to digitise their payments collections in a seamless, simple, secure and compliant manner. Peach operates in South Africa, Kenya and Mauritius.

- Enterprise sales and account management planning, strategy, team onboarding. Peach grew 100%, raised Series A, grew the team to 200 people to support growth (2020 - 2024)
- Provide business, product and technical consulting and support to developers and business owners, to integrate payments seamlessly and securely via API and plugins, to run their businesses online with tools like WordPress, Magento, Shopify and custom built native mobile and web applications
- Strategised, implemented and operationalised SME strategy to diversify merchant base working with a cross-functional team (Peach SME portfolio now includes 1000s of online businesses from 2020 till date)
- Compiling training documentation to help new merchants and team members understand, implement and support payments integrations and operations
- Contributed to projects on cross functional teams For eg. Sales cross-functional team member support for Postilion and Altech connector migrations, supporting product and design teams on merchant hierarchy project, supporting PCI DSS compliance project and account management for launch and go-to-market sales, for payment method solutions, to existing and new merchants

SKILLS / TRAINING

- Business Development
- Professional Agile (People, processes and technology facilitation)
- Technical Sales and Account Management
- Digital Marketing Management
- Software Product Management and UAT Software testing
- WordPress website Design
- Photoshop Graphic Design

CERTIFICATIONS (KAIZEN)

Licenses & certifications



Introduction to Digital Payments
Udemy
Issued Oct 2020 · No Expiration Date
Credential ID UC-bfb78bc8-fd04-4005-9632-d7cc21c674
[See credential](#)



Certified Professional Agile Scrum Master
Professional Agile Global
Issued Aug 2020 · No Expiration Date
[See credential](#)



International Scrum Master
International Scrum Assembly™
Issued Jul 2019 · No Expiration Date
Credential ID 1065ebf6eacba
[See credential](#)



Google Digital skills for Africa
Google
Issued Jun 2019 · No Expiration Date
Credential ID PBG FSK GRA
[See credential](#)



Understand How AI Impacts You and Your Government
Apollitical
Issued Mar 2024

[Show credential](#)

Skills: Public Administration · Policy Analysis · Public Policy · Artificial Intelligence



An Introduction to Policymaking
Apollitical
Issued Feb 2024

[Show credential](#)

Skills: Public Policy · Public Relations · Public Affairs



An Introduction to Project Management
Apollitical
Issued Feb 2024

[Show credential](#)

Skills: Project Management



PLI Navigator
Apollitical
Issued Feb 2024

[Show credential](#)



How to Be a Resilient Public Servant
Apollitical
Issued Dec 2023

[Show credential](#)

Artisans In Africa / AYA Africa, South Africa, Ghana

Co-Founder and Product Owner
July 2016 - Present

Artisans In Africa is a platform that tells the stories of African artisans in order to create a community of support for their craft and showcase them worldwide, online.

- Jul 2019 - Built Squarespace MVP landing pages for marketing and lead conversion (for corporate beaded gift orders)
- Aug 2019 - Spec, design, maintenance and WordPress configuration for AIA commerce and content website (IP later transferred to aya.africa)
- Nov 2020 - Raised pre-seed VC funding round and grew vendor base to 150 in 8 months and secured partnerships to grow vendor base (Women Enabled Enterprises) and to grow customer base (UJU Rewards) from 2021-2023

African Women in Political Leadership (AWPL), Ghana

Technical Advisor (Pro-bono / Volunteer)
January 2023 - Present

The Mastercard Index of Women Entrepreneurs (MIWE) has for the third consecutive year ranked Botswana (38.5%), Uganda (38.4%) and Ghana (37.2%) as the countries with the most women business owners globally. AWPL is on a mission to ensure that Ghana's 14% female participation in parliament increases and goes beyond tokenism

- Sep 2023 - Screened, selected and completed Apolitical Political Leadership Incubator (PLI) Accelerator, securing a partnership with the Apolitical foundation to achieve AWOL goals
- Sep 2023 - Supported scoping and development of curriculum for AWPL PLI together with team and stakeholders
- Apr 2024 - Product manage and implement MVP CMS to enable learners to engage with the team, enable the team to manage online operations and tell the general public about the impact AWPL is making in the community through political leadership

LANGUAGES

English (Fluent)
Ga (Conversational)
Akan Twi (Conversational, written)
French (Basic, written)

FUNDED PROJECTS & BUSINESSES

Ultraswift.africa / co.za
aya.africa
awpl.africa
vezrentals.com
stayinaccra.com

****References
Available on
request****

TRAINING / EDUCATION

University of Cape Town, South Africa –

BCom Management Studies Specialising in Marketing and Economics

2007 - 2014 (Break 2009 and 2012 with 6 month academic year 2014)

Red & Yellow School of Creative Business, South Africa –

Diploma in Marketing and Advertising Communications

January 2012 - December 2012

Michaelhouse Senior Boys High School, South Africa –

Senior Certificate from Umalusi Accredited Independent Examinations Board (IEB)

January 2003 - December 2006