



Ruth Benjamin-Swales

CEO, Association for Savings and Investment of South Africa (ASISA) Foundation

Ruth is currently a senior policy advisor at the Association for Savings and Investment of South Africa (ASISA), where she is responsible as the CEO for the ASISA Foundation and the ASISA Enterprise Development Fund, and serves on the ASISA Transformation Board Committee and the Financial Sector Charter Council.

The ASISA Foundation's vision is for the savings and investment industry to facilitate financial inclusion and thereby economic participation of the previously disadvantaged, through effective financial education. The Foundation programmes are funded by the members of ASISA who are corporates in the long term insurance and asset management industry.

Under the campaign name Saver Waya Waya, which means 'to save continuously', the ASISA Foundation has implemented financial literacy programmes which are tailored to specific target audiences and their life stages, such as college students about to enter the world of work, workers in the mining and construction industries, as well as individuals and Stokvel groups in communities interested in starting up or growing their own micro enterprises.

The Foundation, in collaboration with the ASISA Academy, also provides training for trustees of retirement funds. The programmes' delivery modes incorporate a blend of interactive workshops edutainment and social media.

Ruth is a University of Cape Town graduate who qualified as a CA (SA) in 1989. Before joining ASISA Ruth was an audit partner with Ernst & Young from 2002 to 2012, where she was responsible for a portfolio of clients primarily in the education and public sectors. Since qualifying, Ruth has served her profession on a number of councils and boards including SAICA and the Independent Regulatory Board for Auditors (IRBA). She has also served on a number of audit and risk committees in the public sector.