

MORGANE IMBERT

CAPE TOWN · PARIS

ADVISORY · AFRICA & EUROPE

Working alongside founders, CEOs and investors *in Africa*

Bridging Africa and Europe, with experience from pre-seed to IPO

Former CEO of Jumia South Africa. Over fifteen years building and running commercial businesses in e-commerce, marketplaces and B2B SaaS, from a Paris start-up to a NYSE-listed pan-African group. I work with a small number of companies and funds at a time, as a sparring partner through growth and transition.

$15M+	GMV run with full P&L as CEO South Africa, across Zando and 8 brand platforms. 100+ people.	Jumia · 2023–2025
Exit	Led the end-to-end strategic exit of the South African operations, preserving value and continuity.	Jumia · 2024–2025
5% → 20%	Marketplace share of Zando GMV. Seller model built from scratch, 100K+ SKUs, China to South Africa sourcing.	Jumia · 2018–2022
11 markets	Group commercial efficiency programme across 4,000+ people. Procure-to-pay efficiency up around 15%.	Jumia Group · 2022–2023
3 → 200+	Clients at Lucky Cart, Paris martech SaaS, through Series A readiness. Board member and shareholder.	Lucky Cart · 2012–2017

WITH COMPANIES

How I support founders and CEOs

- Go-to-market strategy and multi-market expansion
- Commercial scale-up, pricing and unit economics
- Marketplace and SaaS model optimisation
- Organisational design, processes and leadership structure
- Strategic narrative, positioning and fundraising readiness

WITH INVESTORS

How I support funds

- Deal sourcing across African consumer, marketplace and SaaS businesses
- Operator perspective on opportunities and management teams
- Hands-on support to portfolio companies at key moments
- A bridge for European investors and companies looking at Africa

STAGE	GEOGRAPHY	MOMENT	SECTORS
Seed to Series B	Africa-based, or expanding into Africa from Europe	Scaling, restructuring, entering new markets, raising	Retail, FMCG, fashion, beauty, food & beverage, tech

MONTHLY · 3 MONTHS MINIMUM

CEO advisory

Starts with an onboarding session to align on priorities and the direction of the business. Then regular strategic sessions, review of key material and support between sessions. A sparring partner who has held the same role.

1–3 DAYS A WEEK · 3+ MONTHS

Fractional executive

Hands-on leadership on go-to-market, revenue, expansion or organisational design, including interim executive roles.

Get in touch

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