

Beat: Business

## Nancy Ackley Ruth To Speak At The US-Africa Cultural Expo & Business Matchmaking

Nancy Ackley Ruth

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**USPA NEWS** - The 2th Annual US-Africa Cultural Expo and Business Matchmaking will be convened from 19 November ““ 21 November, 2015 at a time where Africa's growth is attracting global interest, notably from an industrialization perspective. The conference is a high level platform to engage with business leaders.

It is our pleasure to introduce to you Nancy Ackley Ruth who will be one of the cultural panelist for this year conference.

Nancy is a highly sought after cultural consultant providing high impact insight into “Working and Living in Africa.” She has conducted well over 200 training sessions on Africa and Middle East culture, to business teams, executives, professionals and other employees, with excellent feedback and positive bottom line impact. She has developed a highly effective training program which enables businesses to gain basic knowledge in a user-friendly manner.

Nancy was born in Khartoum, Anglo-Egyptian Sudan, where the White Nile converges with the Blue Nile before flowing across Egypt into the Mediterranean. Nancy lived in Sudan, South Sudan, Ethiopia, Aden (Yemen), Liberia and Nigeria, yielding broad knowledge of African culture. She has studied the culture of many other countries across Africa, gaining extensive knowledge of a vast array of specific countries, in addition to her deep knowledge of general African culture, specifically sub-Sahara African.

Having dined with emperors and presidents as well as with tribesmen and Bedouins, she is very comfortable interacting with all levels of society, and organizations. Living through a couple of coups, deportation of all expats, and evacuations, her cultural knowledge and skills served as strong survival tools.

Nancy earned a unique, interdisciplinary master’s degree, combining the people skills of counseling with the solid business program of a traditional Human Resources degree. She has held a variety of Human Resources positions in a variety of industries including serving as the top HR executive in a number of companies.

While she has lived cross culturally her entire life, it was while serving as a human resources professional, that she became acutely aware of the need to build bridges of understanding between various cultures within the organization, by putting language to, and effectively communicating the impact of culture on workplace behavior and communication. She noted that lack of cultural understanding led to negative impact on team and company performance.

Nancy brings unique knowledge, life and professional experiences and education to the cross cultural training arena. Nancy has used her cultural awareness to enhance productivity, quality, efficiencies and communications with high impact results.

Her passion for building bridges of understanding which result in improved productivity and team performance is readily apparent! The marriage of her strong HR experience and business savviness, with her deep cultural awareness provides a strong base for helping companies become “all that they can be” by applying cultural knowledge to basic operations and communications.

The 2015 US-Africa Cultural Expo and Business Matchmaking doors open will open in less than 3 months, many prominent figures from US and Africa have already confirmed their participation in the high-level meetings and discussions. Interested companies and individuals may now register and receive regular information through the event website: [www.usafricabusinessmatchmaking.org](http://www.usafricabusinessmatchmaking.org)

AFTV5 is a 24-hour African Television Network that aim to create positive impact in communities, foster change and provide a voice for diversity and expression.

**Article online:**

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