

FINDING HER FOOTING IN ASSET MANAGEMENT

How the ASISA Academy's Fezeka Graduate Programme provided this UKZN graduate with an introduction into asset management.

When Amy Moodley enrolled for a Bachelor of Business Science in Investment Science at the University of KwaZulu-Natal (UKZN), her sense of the investment industry was limited to just the banks.

“That’s all you actually know,” she says of how the industry looks from the outside. “Your understanding of the actual work and broader investment industry is limited.”

It was in her honours year that an email about graduate programmes changed that. It introduced her to the ASISA Academy’s Fezeka programme. This offered the chance to rotate across different asset managers while working towards her Financial Markets Practitioner qualification, rather than being placed at a single company for the duration.

Amy’s cohort ran for 15 months, split into three rotations of five months each. She spent her first and third rotations at Mentenova, a boutique asset manager, and her second at Stanlib, one of the country’s largest. “You get introduced not only to the big companies that you always hear about, but also the smaller companies that are making a difference in the industry,” she says.

That contrast, she says, is where the real learning happened. University had given her the theory, but the rotations gave her the practice. “Through the programme you are introduced to different cultures, different companies and different roles within the industry,” she says, “and you’re able to apply that theoretical knowledge from university.”

When her rotations ended, Mentenova kept her on. Today, she works there as a junior quantitative and reporting analyst. Alongside her day job, she is working towards the Chartered Financial Analyst designation, having recently passed Level 1.

For Amy, Fezeka’s real value lies in what it reveals about an industry that graduates rarely see in full. “It gives a good starting point to anyone that’s thinking of joining asset management,” she says. “There’s a buy side, there’s a sell side – we work hand in hand in the industry.”



Amy Moodley - Junior Quantitative and Reporting Analyst at Mentenova.

Asked how the job has matched her expectations, she is candid: much of the work lined up with what she studied, but the real lesson has been in the gaps. “You learn how much you don’t know,” she says.

From an honours-year email to a career translating theory into practice across two very different asset managers, Amy’s journey shows exactly what the ASISA Academy’s Fezeka programme sets out to do: open doors into an industry that graduates don’t always understand fully till they experience it.