

ELIE MASALA

Executive Chairman & Chief Strategist

Global Business Executive | Mining & Resources | Fintech Innovator | Investment Facilitator

PROFESSIONAL SUMMARY

Distinguished global business executive and strategic advisor with a proven track record advancing high-impact initiatives across Africa's resource, technology, and finance sectors. As Executive Chairman of **Masala Holdings SARL** and **Masala Minerals SARL**, Elie Masala leads multi-market strategies spanning mining, mineral trading, investment facilitation, and emerging financial technologies. Recognized for bridging international capital and expertise with African opportunities, he is a trusted advisor to governments, institutional investors, and multinational corporations navigating complex commercial environments. His leadership is anchored in deep capability across **regulatory navigation, investment structuring**, and risk-managed market entry. Known for disciplined execution and stakeholder alignment, he advances sustainable economic development through responsible partnerships, transparent governance, and durable value creation.

CORE COMPETENCIES

Fintech & Digital Assets Blockchain-enabled solutions, digital payment infrastructure, and mobile financial services strategy to expand access, efficiency, and trusted transaction rails.	Mining & Mineral Trading Strategic oversight across exploration-to-export value chains, governance, counterpart alignment, and commercialization for compliant, scalable mineral flows.
International Business Development Cross-border expansion planning, strategic alliances, and partner ecosystems that convert market intelligence into bankable, executable growth pathways.	Corporate Strategy & Advisory Executive-level strategic planning, operating model design, and risk mitigation frameworks supporting resilient performance in high-complexity environments.
Government Relations & PPP High-level dialogue facilitation and public-private partnership enablement to align policy, investment priorities, and national development outcomes.	Capital & Investment Structuring Transaction design, investor readiness, and governance structures that strengthen confidence for institutional participation and long-term value creation.

PROFESSIONAL EXPERIENCE

Masala Holdings SARL | Founder & Executive Chairman

- Provides enterprise leadership across a diversified portfolio focused on investment facilitation, cross-border commercial execution, and strategic advisory.
- Structures partnerships and market-entry strategies connecting international capital with African opportunities, aligning governance, compliance, and stakeholder expectations.
- Guides board-level decision-making on risk, performance management, and long-term value creation across multiple jurisdictions.
- Leads executive engagements with public and private stakeholders to secure alignment, accelerate approvals, and enable sustainable growth outcomes.

Masala Minerals SARL | Founder & Executive Chairman

- Directs strategic positioning in mining and mineral trading, ensuring disciplined execution across sourcing, compliance, and commercialization pathways.
- Builds operational and partner frameworks to strengthen supply chain integrity, transparency, and reliability for international counterparties.
- Leads stakeholder negotiations across industry and government to support stable operating environments and responsible resource development.
- Advances governance standards and performance controls to enhance bankability and institutional confidence in project development and trade flows.

SOCOMIPO SARL | Executive Leader

- Provided executive leadership across commercial operations, driving alignment between strategy, execution priorities, and measurable outcomes.
- Managed complex stakeholder environments, coordinating with regulators and strategic partners to maintain continuity and compliance.
- Strengthened operational discipline through process improvements, risk controls, and performance oversight in dynamic market conditions.
- Supported high-value negotiations and partnerships to expand capability, market access, and long-term enterprise resilience.

EHB Pty Ltd | Senior Partner

- Serves as a senior strategic partner advising on cross-border growth, investment readiness, and executive stakeholder engagement.
 - Develops deal pathways and partnership structures that balance commercial value with compliance and reputational risk requirements.
 - Engages institutional and corporate decision-makers to progress strategic initiatives from concept through negotiation and execution.
 - Provides board-level guidance on strategy, governance, and market positioning to support sustainable expansion and capital attraction.
-

STRATEGIC ACHIEVEMENTS

- **International Capital Attraction** — Positioned Africa-based opportunities for global investors through structured narratives, governance readiness, and risk-aligned deal frameworks.
 - **Strategic Partnership Network** — Built a multi-jurisdiction ecosystem of operators, advisors, and capital partners to accelerate market entry and execution velocity.
 - **Fintech Integration Enablement** — Advanced adoption pathways for digital payment infrastructure and blockchain-aligned models to improve transparency and transactional efficiency.
 - **Public Institution Advisory** — Supported government and public-sector stakeholders on regulatory interpretation, investment facilitation, and PPP alignment to unlock responsible development.
 - **Regulatory Navigation & Risk Mitigation** — Led high-stakes stakeholder alignment across complex jurisdictions, reducing execution friction and strengthening counterpart confidence.
 - **Business Leadership & Mentorship** — Mentored entrepreneurs and emerging leaders, strengthening governance, investment readiness, and execution discipline across growth-stage ventures.
-

PROFESSIONAL NETWORK

Engages a high-trust, cross-sector network that supports strategic execution, capital formation, and policy-aligned growth across international markets and Africa-focused opportunities.

- Senior government officials and regulatory authorities
- Mining executives, commodity traders, and supply chain operators

- Institutional investors, investment firms, and capital allocators
 - Multinational C-suite leaders and strategic corporate partners
 - Entrepreneurs and founders across high-growth sectors
 - Fintech innovators and digital infrastructure leaders
-

EDUCATION

- **Master's Degree in Business Management** (Democratic Republic of the Congo & South Africa)
 - **Diploma/Licence in Mining and Mineral Trade**
-

VISION AND INTERNATIONAL MISSION

Elie Masala is dedicated to building enduring economic bridges between Africa and the global community by advancing responsible investment, transparent governance, and high-integrity partnerships. His mission centers on translating cross-border opportunity into executable strategy—aligning capital, capability, and regulatory requirements to create sustainable outcomes for institutions, communities, and enterprises. With a pragmatic, long-term lens, he champions collaboration models that strengthen value chains, deepen market access, and elevate standards for operational excellence. He consistently prioritizes initiatives that reinforce trust, compliance, and measurable development impact across complex stakeholder landscapes.

His international vision focuses on enhancing Africa's operational capacity for global commerce through modern infrastructure, scalable enterprise models, and strategic integration of technology across financial and industrial ecosystems. He advocates for policy environments that facilitate **international mobility**, streamlined investment processes, and credible representation of African opportunities in global forums. By fostering durable public–private alignment and investor-ready structures, he supports sustainable partnerships that unlock growth while mitigating risk. His leadership reflects a commitment to positioning Africa as a competitive, trusted, and forward-looking partner in the global economy.