



CFA Society South Africa

**Mishnah Seth, CFA
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1. How did you become involved in financial services – was this something you always wanted to do?

My entry into financial services was really by chance. I studied Accounting at University and at the end of my degree, I started studying for my CFA qualification. While studying, I applied to over 40-50 companies trying to get my first job from varying sectors including accounting, manufacturing and banking. Eventually, I was invited for an interview at a stock broking firm and joined them as a Junior Research Analyst. From there my passion for financial services grew and I have enjoyed developing my career within the sector ever since.

2. What obstacles did you face on your career journey?

I don't tend to dwell on obstacles or negative scenarios but rather consider hurdles as opportunities to grow, transform and overcome. I am of the firm view that it is not what you do but how you do it that determines success. Hard work, pure persistence and seeing the glass full has allowed me to respond to challenges that I have faced.

3. Who or what inspired you?

The two women close to me- my mother and sister. They have given me the courage and strength to believe in myself and trust myself.

4. When were you introduced to the CFA Charterholder qualification and what made you decide to become a CFA candidate and pursue becoming a Charterholder?

I learned about the qualification in my final year at University and registered for Level 1 as I was completing my final year. I really enjoyed the finance modules in my degree and saw the qualification as a foothold into the industry as well as a way of building deeper knowledge within the space.

5. What advice or words of learning would you impart to younger women at the early stages in the career in the investment industry?

Work hard and take pride in everything that you do. Trust your instincts and treat others the way you would want to be treated. It is also very important to believe in yourself and your abilities and don't let negative comments or words influence your emotional, mental and spiritual wellbeing as well as your determination to achieve your goals.

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