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TOLA SUNMONU-BALOGUN is an Associate Partner with McKinsey & Company in Lagos. She specializes driving growth transformations in B2C companies on the continent—particularly in the telecommunications and financial services space. She has a deep knowledge in fintech—particularly payments, which she uses as a growth lever across the two industries. She joined McKinsey in 2016 and since then has led numerous engagements, including leading large-scale transformations across clients in Africa, leading strategy and builds of payments companies in Nigeria, and designing and implementing new growth capabilities such as digital marketing for financial institutions. Prior to McKinsey, she worked for an Agriculture Fund—Doreo Partners—where she led business development and fundraising. In this capacity, she launched one of the industry’s first social impact bonds and helped to deliver financial services to thousands of farmers in Northern Nigeria. She holds an MBA from Wharton Business School as well as a BSc. in Economics (with honors) from Stanford University.