

OFFICIAL MEDIA KIT

Glass Ceilings & Hidden Walls

*A Tale of an African Executive & His African Dream Team
— in Corporate America*

by Yibrah Tesfazghi

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glassceilinghiddenwalls.com

PRESS & MEDIA USE

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About Yibrah Tesfazghi

SHORT BIOGRAPHY (FOR PRINT / BROADCAST)

Yibrah Tesfazghi is an Eritrean-born executive, author, keynote speaker, and champion of African excellence in global business. Over a career spanning nearly four decades at the General Electric Company, he rose to serve as President & CEO of GE Africa — one of the first Africans to lead a GE division on the continent. Under his leadership, GE Africa grew from US\$150 million in revenue to US\$4.5 billion in just four years, expanding from 2 offices to 20 across 20 African countries. His debut book, *Glass Ceilings & Hidden Walls*, is a firsthand account of building something extraordinary inside an institution not designed for him. He currently resides in London, United Kingdom.

Full Biography

Born and raised in the Sere'e highlands of Eritrea, Yibrah Tesfazghi pursued higher education before relocating to build a remarkable career that would span four continents — Africa, the Middle East, Europe, and the Americas — and nearly four decades at one of the most powerful corporations in American history.

At the General Electric Company, Tesfazghi served in progressively senior leadership roles, earning a reputation as a builder of high-performing teams and a champion of diversity, equity, and inclusion long before those terms became corporate fashions. His career took him from Baghdad to Nairobi, Johannesburg to London, and ultimately to the corridors of GE's global headquarters in New York.

In 2003, he was appointed President & CEO of GE Africa. He inherited two offices, roughly 150 employees, and revenues of approximately US\$150 million. By 2007, the GE Africa Dream Team he assembled had grown the region to 20 offices across 20 African countries, nearly 2,000 employees — predominantly indigenous Africans — and revenues approaching US\$4.5 billion, with a minimum annual growth rate of 40%.

The Dream Team was deliberate by design. Tesfazghi hired not according to the inherited logic of who had always occupied these rooms, but according to ability, ambition, and the kind of quiet excellence that does not announce itself but cannot be denied. The results spoke for themselves — and became the subject of significant attention within the industry.

Writing *Glass Ceilings & Hidden Walls*, Tesfazghi says, was not an act of literary ambition. It was an act of protest — a documented account of what it costs to build something extraordinary inside an institution that was not designed for you, and what happens when that institution turns on what it cannot control.

A sought-after keynote speaker, mentor, and executive coach, Tesfazghi is passionate about helping the next generation of African professionals navigate and transform the world's most powerful corporate institutions.

~40 yrs

AT GENERAL ELECTRIC

\$4.5B

GE AFRICA REVENUE

20

OFFICES IN 20 COUNTRIES

2,000

EMPLOYEES BUILT

40%+

MIN. ANNUAL GROWTH

56

CHAPTERS

Synopsis

Glass Ceilings & Hidden Walls: A Tale of an African Executive & His African Dream Team — in Corporate America is not a conventional corporate memoir. It is a firsthand account of what it costs to build something extraordinary inside an institution that was not designed for you — and what happens when that institution turns on what it cannot control.

The book follows the extraordinary journey of Yibrah Tesfazghi, who rose from a highland village in Eritrea to become President & CEO of General Electric's Africa Region. When given the rare opportunity to assemble his own team, he did the unthinkable: he hired the best — and they happened to look like the world. Engineers from Lagos and Nairobi. Strategists from Accra and Johannesburg. Analysts from Kampala and Cape Town. Together, this African Dream Team took on assignments that Wall Street insiders said couldn't be done.

But corporate America doesn't always celebrate what it doesn't understand. This book is the documented account of that journey — spanning 56 chapters, four continents, and four decades. It is a story of brilliance and betrayal, of systems that reward conformity and punish disruption, and of a man who refused to let the institution define his legacy.

"Writing this book was not an act of literary ambition. It was an act of protest."
— Yibrah Tesfazghi

Key Themes & Talking Points

Lead Without Losing Yourself

Navigating corporate culture while staying rooted in authentic African identity and values.

Build Dream Teams Across Cultures

Frameworks for intentional diversity that drive measurable business performance.

Master the Corporate Game

Decoding the unwritten rules and creating systemic change from within.

Triumph Against the Odds

Stories of resilience and breakthroughs forged under immense institutional pressure.

Claim Your Seat at the Table

Advocacy strategies for African executives navigating Western boardrooms.

A Legacy Worth Reading

A book to pass to the next generation of African professionals entering corporate life.

Publication Details

Field	Detail
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Website	glassceilinghiddenwalls.com
Order Link	glassceilinghiddenwalls.com/get-the-book/
Shipping	Free UK delivery on orders over £28 · Worldwide available

Speaking Topics & Availability

Yibrah Tesfazghi is available for keynotes, panels, podcasts, TV/radio interviews, and corporate workshops. Core speaking topics:

Topic	Description
African Executive Leadership	Navigating corporate culture while maintaining authentic African identity and values.
Multicultural Team Building	Frameworks for intentional diversity that drive measurable business performance.
Diversity & Inclusion Strategy	Moving beyond compliance to create cultures where difference becomes competitive advantage.
Executive Career Acceleration	Practical roadmaps for African professionals navigating corporate advancement.

Image Assets

High-resolution images are available for editorial use at glassceilinghiddenwalls.com/media/ — including the book cover (front, 3D mockup) and author headshot. Full-resolution headshots are available on request via the media contact form.

Media Contact

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