

# City of London - Application for Appointment to City of London Community Advisory Committees

## Application

Committee you are interested in serving on: **Environmental Stewardship and Action Community Advisory Committee**

## Contact Information

Name: **Serge Muhirwa**

City: **London**

Province: **ON**

Postal Code: **N5X 4G7**

## Experience and Qualifications

If you have experience on a London Advisory Committee, please provide dates and details. (max. 250 characters): **N/A**

What do you hope to contribute or learn as part of a Community Advisory Committee? (max. 250 characters:

**I hope to bring innovative ideas for sustainability and learn from diverse perspectives to advance environmental stewardship in London, Ontario.**

How will you support the work of a Community Advisory Committee? (max. 250 characters):

**I'll contribute by researching best practices, engaging the community, and advocating for policies promoting environmental conservation and action.**

We value the contributions of Londoners with diverse experiences and welcome applications from individuals who share our commitment. Please describe how your work, community or lived experience will enhance these efforts through Community Advisory Committee work. (max. 3000 characters):

**My journey encapsulates a deep-rooted commitment to environmental stewardship, bolstered by diverse experiences. As an undergraduate at Western University, I served as the ESG Fund Manager at King's Capital Management, spearheading sustainable investment strategies. This role honed my analytical skills and instilled a passion for aligning financial goals with environmental objectives. Growing up in London and studying here provided me with a profound understanding of the local environmental landscape. Now, as a Venture Growth Advisor with TechAlliance, I leverage my expertise to nurture ventures within London, fostering innovation while ensuring environmental responsibility remains paramount. Additionally, I pursued a Sustainable Finance certification through the United Nations' Climate Change Learning Program, gaining insights into global sustainability frameworks and methodologies. As a social impact venture founder, I also had direct experience with nurturing partnerships within London, ON. This allowed me to build a robust network of individuals looking to tackle some of the city's most pressing issues. Furthermore, this experience connected me with many social-impact organizations that I work with until this very day. By integrating these multifaceted experiences, I offer a holistic perspective to the Environmental Stewardship and Action Community Advisory Committee. I bring a blend of financial acumen, environmental consciousness, and community engagement skills to the table. I'm committed to championing initiatives that drive positive environmental change while fostering inclusivity and collaboration within the London community.**

Please describe additional experience, training, or community involvement that will help you in your role as a Community Advisory Committee Member. (max. 250 characters):

**My additional experience includes volunteering with environmental organizations, attending sustainability workshops, and actively participating in community clean-up initiatives.**

Attach resume or other document here, if needed: **Serge Muhirwa CV .pdf**

Attach more files here, if needed:

## **Confirmations**

I declare the following: **I am at least 18 years old.; I am not a City employee or Council member.; I understand that the commitment may be up to 4 hours per month to attend meetings and prepare.; I understand that my application and any attachments will be included on a public agenda that is published on the City website.**

To help inform our outreach activities, please tell us how you heard about this opportunity:  
(optional): **Social media**

If you selected 'Other', please specify:

Submitted on: **4/22/2024 4:02:34 PM**

## EDUCATION

### **University of Western Ontario**

*Bachelor's in Economics; Specialization in Financial Economics*

- Vice President of Finance; Delta Upsilon International Fraternity UWO Chapter
- Specialization: Data Analytics, Accounting, Corporate Finance, Statistics, Financial Modeling

### **CPA Professional Development**

*Business Valuations - Fundamentals*

### **United Nations CCLP**

*Sustainable Finance*

## WORK EXPERIENCE

### **TechAlliance**

**London, ON**

*Venture Growth Advisor*

*Nov 2023 – Present*

- Managed relationships with investors, identified funding sources, and facilitated introductions for clients
- Generated client leads through regional tech and entrepreneurship events, offering startup advisory services
- Advised clients in areas such as venture financing, business planning, customer acquisition, and brand strategy

### **Freelance**

**London, ON**

*Accountant/Bookkeeper*

*Jan 2023 – Oct 2023*

- Prepared cyclical capital asset reports, operating reports, and P&L reports
- Prepared financial statements, payroll records, tax records, and closing reports
- Performed bank reconciliations, paid invoices, issued accounts receivable, and updated expense records

### **GGFL Chartered Professional Accountants**

**Ottawa, ON**

*Associate, Business Valuations*

*Jan 2022 – Jan 2023*

- Performed detailed review of financial models, schedules, and reports
- Prepared valuation reports, personal tax returns, and economic research for clients
- Performed calculations and drafted written reports to assist with potential acquisitions and estate planning

## EXTRACURRICULAR

### **Ivey Business School**

**Toronto, ON**

*Mentor, Ivey Business Plan Competition*

*Jan 2024 – Present*

- Business plan and pitch competition, 12 teams total
- Mentored a subset of 4 teams competing for a total prize of \$30,000
- Guided a winning team, helping them secure 1<sup>st</sup> place and \$20,000 in non-dilutive capital

### **King's Capital Management**

**London, ON**

*ESG Fund Manager*

*Aug 2020 – May 2021*

- Took positions in real time with real assets
- Led a team in the development of Econometric models, Micro, and Macroeconomic analysis
- Led and constructed industry research (both top-down and bottom up) alongside Global Markets analysis

## ADDITIONAL INFORMATION

**Achievements:** CFA Institute Scholarship recipient, David and Lynda Ducharme Award in Economics, 1st place in Western Engineering Startup Pitch competition, Founder at W5 Accelerator, Venture Capital Fellow, Startup Referral Partner at Ganas Ventures, IBM Startup Pitch Judge, TD Volunteer Ambassador

**Computer:** Excel, PowerPoint, Word, Salesforce

**Languages:** Fluent in French; reading, writing, and spoken