

Stakeholders seek a better system for SMEs at EDC conference



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2024 is going, going, gone

“Going, Going, Gone” is a song by American country music singer Luke Combs. It was released on October 24, 2022 as the third single from his third studio album *Growin' Up* but going, going, gone in this context is about marketing activities of big corporates or what we come to know as 'multinationals'.

The year has been very tough in many regards. 2024 could be described as a 'mix bag'. "Mixed bag" is an idiom that means a collection of different things or people, or something with both positive and negative qualities. I won't dwell so much on the both positive and negative because as a professional and/or practitioner within the integrated marketing communications ecosystem, you have been affected one way or the other.

There is no gaining the fact that marketing budget has been a big issue. This is not because there is economy crunch but there has been consistent and continuous erosion of consumers' purchasing power as a result of the hyperinflation the country has continued to face.

Since last year, we have witnessed a situation where the prices of all goods and services rise uncontrollably. Companies are producing but they are not able to sell. Consumers are willing to buy but they are unable to purchase these goods and services due to the fact that extremely rapid inflation has eaten deep into our purses and pockets therefore, we can't even buy at the current prices.

Right now, almost all the organisations- manufacturers or service providers are looking towards 2025 with the hope of providing some silver lining. Whether there is some silver lining or not, we must actually 'hope' that the federal government would begin to get their act together.

We are hoping that these reforms and policies begin to fall in pleasant places because if it tarries a little longer we may begin to see an exodus of some sort. It is reported that Netflix has 'japa' but I am still struggling to know what they came into the country with. However, the optics are not right and we (the government) must begin to reverse the trend and bolster investors' confidence that things are not as bad as they look!

Enough said! Welcome 2025.

Goddie Ofose

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Stories By Kike Oyenuga

FG urges stakeholders to collaborate for advertising industry's growth

•ARCON assures ad practitioners of FG support

The Minister of Information and National Orientation, Mohammed Idris, has sought the cooperation of Nigeria's advertising industry as the Tinubu administration continues with the process of resetting the economy. The minister has also reaffirmed the crucial role of Nigeria's advertising industry in driving economic growth, citing a PricewaterhouseCoopers (PWC) projection that there's a multiplier effect where every naira spent on advertising generates N16.5 in economic value. Idris, who was represented by the Director-General of the National Orientation Agency, Mallam Lantse Issa-Oniwa, at the fourth National Advertising Conference, held in Abuja expressed government readiness to partner with industry stakeholders to create policies that would support innovation, safeguard consumer interests, and encourage the growth of a robust advertising sector that contributes meaningfully to the national economy. To this end, the minister called on Nigerian practitioners to adapt to rapid technological advances,



L-R - Chief Executive Officer, Ladybird Advertising, Bunmi Oke; Principal Consultant, NECCI CONSULTING, Nkechi Ali-Balungun; Head Corporate Affairs Media and Partnerships, Reckitt Sub-Saharan Africa, Cassandra Uzo-Ogburn; and Founder, Nigerian Marketing Awards and Managing Consultant OE&E Consulting Ltd, Tony Agenmonmen during the 3rd Nigerian Marketing Awards 2024 edition held in Lagos

changing cultural dynamics, and new business models to drive sustainable growth. While speaking to the theme of the conference, "Navigating the Shifts: Technology, Culture, and New Business Models," he told stakeholders in the industry that the Federal Government has outlined

various initiatives to boost growth, innovation, and inclusivity within the sector. Idris emphasized how digitalization has transformed the advertising landscape, enabling personalized messaging and real-time engagement through social media, artificial intelligence, and big data

analytics. "Today's Nigerian audience is young, dynamic, and incredibly discerning," the Minister stated, while urging industry players to embrace Nigeria's cultural diversity and maintaining high standards for responsible communication. According to him, "Advertising

reflects and, in many ways, shapes culture. As our society becomes increasingly interconnected and diverse, advertisers face the challenge of creating messages that resonate across a broad spectrum of demographics, languages, and values. "Today's Nigerian audience is young, dynamic, and incredibly discerning. They demand representation, authenticity, and social responsibility from the brands they choose to support. This calls for a new level of sensitivity and awareness in advertising. Our industry must embrace these shifts, celebrating our culture in all its diversity while setting standards for responsible communication," minister added. On the importance of local content, the minister stated that "We must also recognize the growing impact of local content in shaping our national narrative. At the Ministry of Information and National Orientation,

we are dedicated to fostering an environment where Nigerian creatives and content producers can thrive, strengthening our cultural identity and enabling the stories of Nigeria to reach global audiences. I urge advertisers to be mindful of this and to be advocates for our rich cultural heritage as they develop their campaigns."

The shifts in technology and culture are accompanied by the emergence of new business models. In an era where consumers have greater power and control, advertising must evolve to be more collaborative, transparent, and value-driven.

"We are witnessing the rise of influencer marketing, subscription models, and direct-to-consumer brands that prioritize authentic engagement over traditional promotional tactics."

To remain competitive, minister advised that advertising agencies and media companies need to be agile and open to experimentation. This means embracing partnerships, investing in continuous learning, and adapting strategies to stay relevant in a changing marketplace. The government, for our part, is committed to supporting a regulatory framework that encourages innovation, protects intellectual property, and provides an enabling environment for all players in this sector.

"As we stand at the intersection of these shifts, the government's role is clear. We must work in partnership with industry stakeholders to create policies that support innovation, safeguard consumer interests, and encourage the growth of a robust advertising sector that contributes meaningfully to our national economy."

[Read more on theindustryng.com](#)

FG tasks NIPR on fight against fake news, disinformation

The Minister of Information, Idris Mohammed, has charged the Nigerian Institute for Public Relations (NIPR), to help develop strategies to curb the spread of fake news and disinformation. He said this during the induction of 421 new members of the NIPR, at the Federal Ministry of Information, in Abuja recently. The minister who was represented by the Director of Public Relations and Protocol in the ministry, Suleiman Haruna, expressed sadness that some mischievous Nigerians were taking advantage of the digital age to peddle fake news and misinformation. Idris said, "We operate in a dynamic environment where the speed and scale of information dissemination present both challenges and opportunities. "The digital age has empowered citizens with access to information but has also given rise to misinformation and disinformation. "As professionals, you are now tasked with the critical responsibility of ensuring that truth prevails over falsehood and that facts triumph over fiction. "To the newly inducted members, I charge you to uphold the values of the NIPR and to be ambassadors of truth, integrity, and excellence in your respective roles. Remember, your work does not merely reflect on your organization or institution; it reflects on the entire nation. "In a world driven by information, the role of public relations professionals has never been more vital. Use your platforms to foster unity and project Nigeria in a positive light to the global community." Earlier, National President of the

NIPR, Dr. Ike Neliaku, warned government ministries, departments and agencies to avoid engaging uncertified professionals as spokespersons and heads of communication units. He warned that the institute under his leadership has zero tolerance for quarks as such, any individual caught practicing without certification risks prosecution and possible imprisonment. Neliaku said, "People are beginning to appreciate the practice of public relations as a solution-providing institute. "Secondly, we have been advocating for those who are qualified to come forward and become chartered. According to the law of the federation, you are a quack if you are not certified by the institute. "As a matter of fact, the law of the institute provides for criminal prosecution for persons practising public relations for games without certification from the institute. And nobody wants to be an ex-convict because if a

person is taken to court, there is option of fine, imprisonment or both. "The important thing is that once you are convicted, you become an ex-convict. It is as serious as that and there is a stigma that goes with anybody that becomes

an ex-convict." Among the newly decorated NIPR members was the pioneer Managing Director of the NNPC Foundation Limited, Mrs. Emmanuel Arakwe, who was inducted as an honorary fellow of the institute.

ADVAN, ACAMB to tackle new advertising laws

The executives of the advertisers Association of Nigeria, (ADVAN), and Association of Corporate Affairs Managers of Banks (ACAMB) have met and resolved to work together to resolve issues plaguing the marketing communications industry as well as work to grow the market. ADVAN executives paid a courtesy visit to the ACAMB Secretariat yesterday, Friday, November 15th, 2025 at the ACAMB's head office in Victoria Island Lagos. According to the ADVAN President, Osamede Uwubanmwun "The purpose of the visit was to have a robust

deliberation with ACAMB on matters affecting advertising and advertisers especially on how best to respond to current advertising regulations being spearheaded by ARCON as it bothers not just on the banking sector but all advertisers within the industry." The two associations concluded to synergise and proffer solutions to liberate advertisers within the industry for sustainable marketing communications practices for all stakeholders, especially those in the advertising ecosystem. The ADVAN team was led by its current president, Osamede Uwubanmwun, who

was accompanied by the duo of Ediri Ose - Ediale and Tolulope Olaonipekun. while Rasheed Bolarinwa President ACAMB duly welcomed them and accompanied by the first VP Oze Oze, General Secretary Jide Sipe, Treasurer Morelake Phillip Ladipo. The ADVAN Team paid a courtesy call to the leadership of the Association of Corporate Affairs Managers of Banks (ACAMB) "The two associations have agreed to collaborate and tackle problematic issues affecting the growth of the marketing communications industry," he said.

Agenmonmen charges marketers on ethical, genuine value delivery for consumers

The Founder, Nigerian Marketing Awards, Tony Agenmonmen has charged practitioners within the integrated marketing communications (imc) industry in Nigeria to uphold the tenet of authenticity in advancing the course of brand building and creating healthy communications for their brands despite the rapidly evolving technology driven environment. He made this call during the 3rd edition of one of the leading industry award platforms in the country, Nigerian Marketing Awards held at Jewel Acida Centre in Lekki Lagos recently.

Agenmonmen in his opening remark said; "The rise of Artificial Intelligence is transforming the face of marketing, creating new opportunities for understanding and engaging consumers. AI is enabling us to gain insights at unprecedented levels, allowing us to personalize experiences, automate tasks, and make more data-driven decisions." He added, "As we embrace this technology, we must also remember the importance of staying authentic, ethical, and focused on delivering genuine value to our consumers. AI is a powerful tool," he enthused "But it is the heart and vision of each marketer that

turns technology into transformation." According to him, "As we reflect on the theme 'Ignite', let us also recognize the rapidly changing environment in which we operate. The pace of technological advancements is unlike anything we've ever seen." Speaking to the fast changing environment, the former Nigerian Breweries marketing manager stated that "We also find ourselves in an era where climate change has become one of the most pressing issues of our time. As marketing professionals, we have a responsibility not only to adapt but to lead. Consumers today are more conscious than

ever of the environmental impact of the products and brands they support." "This shift presents us with an opportunity - and a responsibility - to communicate sustainability in meaningful ways, to champion brands that prioritize our planet, and to craft campaigns that drive awareness and inspire positive change. In the face of these challenges, marketing has the power to shape perspectives, influence behavior, and ignite a collective commitment to a more sustainable future," he added.

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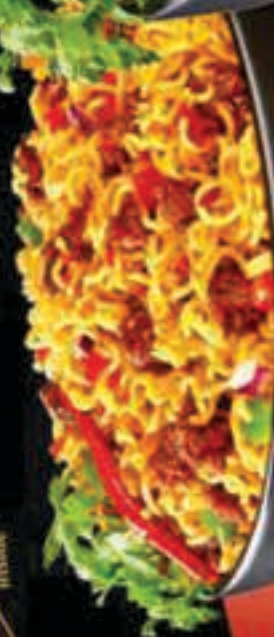
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INDUSTRY NEWS



L-R: MD/CEO Tripoint Travels Limited, Mrs. Shadida Muhammed, Managing Director, EDC Nigeria, Dr. Oluwale Angbawusi, Founder, FriendsPal and Winner of Creative Business Cup Nigeria 2024, Ms. Esther Eruchie, Director General, SMEDAN, Dr. Charles Odi, Director, Enterprise Development Centre, Dr. Nneka Okekearu, Lead, SME development and Strategy, Providus Bank, Ms. Oluwakamilola Feyide during the presentation of prize to winner of Creative Business Cup Nigeria 2024 at EDC Creative Business Summit held in Lagos

Stakeholders seek a better system for SMEs at EDC conference

The Enterprise Development Centre (EDC)- Pan-Atlantic University has urged the government agencies and other stakeholders in the Small and Medium Enterprises (SMEs) ecosystem to design a sustainable template that would ensure SMEs in Nigeria are built to withstand an uncertain future and remain successful to contribute to the economy. The charge was made during the 2024 EDC SMEs conference at the Global Entrepreneurship Week 2024 in Lagos recently. Speaking to the theme: 'Building Resilience in Times of Uncertainty Future - Forward Strategy', Dr. Nneka Okekearu, Director, EDC said, "Stakeholders must come together to design a winnable template that could see SMEs in the country become the real engine

room of the economy." She said, "We have to help support SME in this difficult economy. It is obvious to everyone the time we are in business wise and to successfully move out of the difficult times and prevent an uncertain future government, government agencies, private institutions and entrepreneurs must work together to design a forward strategy that is sustainable for SMEs." Dr. Okekearu, however, applauded Access Bank, Providus Bank, Mastercard Foundation and other partners for partnering with EDC to advance sustainable programmes for the growth of SMEs in Nigeria. "We must applaud Access Bank, Providus Bank and other institutions that have genuinely supported the industry in these past years. We, therefore, called on others to embrace these initiatives and join

EDC to advocate a sustainable SMEs ecosystem." The broadcast journalist and ARIE TV host, Mr Rufai Oseni charged the government to work with the private sector to support SMEs. "It is important for the government to work with the private sector to support SMEs because businesses and SMEs cannot thrive without the support of the government especially in this current challenging economy," he added. He lauded the Enterprise Development Centre for the wonderful work they are doing for SMEs. The Head, Non-Financial Services, Emerging Businesses at Access Bank, Mrs Chioma Ogwo said that Access Bank is proud to support SMEs and businesses particularly with its partnership with EDC. [Read more on theindustryng.com](#)

PMI fetes 50 young project leaders for addressing key SDG programmes

Project Management Institute (PMI) has celebrated 50 exceptional rising leaders transforming the world by leveraging their project management skills to tackle today's most pressing challenges. As shown on the 2024 Future 50 list, these young leaders - all 35 and under, represent a diverse cohort of project professionals reshaping the future across industries like healthcare, environmental science, technology, and social justice. These standout professionals are building, creating, and leading

transformative projects that not only solve complex problems but also help pave the way for a more inclusive, sustainable future. As they demonstrate, effective project management and project professionals have the power to create meaningful change. The recognition of these 50 leaders comes at a time when project management is more vital than ever. The world needs 2.5 million new project professionals each year by 2030 to fill the talent gap. As AI, climate change, and other macro trends transform industries and

create new opportunities for innovation, the demand for skilled project managers capable of driving this transformation has never been higher. Project management is ranked one of the top ten in-demand skills for 2024, according to a LinkedIn report. "Having honorees from Sub-Saharan Africa recognised among the Future 50 is a testament to the exceptional talent, resilience, and innovative spirit that define the continent's rising project leaders. These individuals are shaping the region's future and showcasing to the world the profound impact of African ingenuity and leadership. At PMI, we are immensely proud to celebrate their achievements and remain committed to empowering project professionals across the region to continue driving meaningful change," says George Asamani, Managing Director of Sub-Saharan Africa, PMI. [Read more on theindustryng.com](#)

Dangote Sugar's investment in BIP is a revolution in job creation-NDE

The huge investment by Dangote Sugar Refinery in the Sugar Backward Integration Policy (BIP) of the federal government has been hailed by the National Directorate of Employment (NDE), which described its job creation potential as humongous. Director-General of NDE, Silas Agara who commended the Chairman of the Company, Aliko Dangote during his visit to Dangote Group pavilion at the ongoing Kano International Trade Fair, in Kano said his commitment to the BIP towards achieving sugar sufficiency in Nigeria is unparalleled and worthy of emulation. Dangote Sugar has so far committed over \$700m dollar to the BIP to stem the national annual sugar import of over \$337million, so as to ensure Nigeria attains national sugar self-sufficiency which will in turn revolutionize the economy of the nation as other people-oriented infrastructures would come with the sugar projects being undertaken under the BIP. Agara, who is a former Deputy Governor of Nasarawa State, said Dangote's commitment is critical for development of sugar industry in Nigeria noting "Dangote Sugar in Tunga in Awe Local Government of Nasarawa State is commendable for improving the Communities in Tunga. It has created job opportunities for the teaming youth and improved livelihoods.

"Nasarawa is proud of Aliko Dangote. Tunga Sugar is a spinner for Nigeria's economy", the NDE boss declared while urging the business mogul to step up community advocacy, and more collaboration with stakeholders to drive greater positive change in the Communities. He noted however, that, "There isn't any dissenting voice on Tunga sugar, and the communities have enjoyed growth and development through the company Corporate Social Responsibility (CSR) strategies" but call for more of the CSR projects. It would be recalled that the members of Nasarawa State House of Assembly recently paid a visit to the Dangote Sugar Tunga BIP project which they described as a blessing to the state going by the vast expanse of the project. The Dangote's Sugar Master Plan, and the company's commitment to the sugar projects in Tunga, Awe local Government of Nasarawa, and that of Numan, in Adamawa State have scaled up the drive towards realization of National Sugar objectives. Dangote Sugar refinery recently unveiled plans to produce 700,000 metric tonnes of refined sugar from locally grown sugarcane in the next four years, through its Backward Integrated Programme (BIP). Chairman of the Company Aliko Dangote had during the Annual General Meeting of the — [Read more on theindustryng.com](#)

AFFF, others call for financial institutions investment in Nigerian film industry

Supporting Nigeria's multi-billion-dollar film industry, a critical component of the creative economy, through financing infrastructure development is seen by experts as crucial to the development of the industry, job creation and economic growth. The experts who spoke at the maiden edition of Africa Film Finance Forum in Lagos recently described the industry as capable of generating up to 200 percent return on investment for investors and creating more jobs. The thriving film industry, just like other climes, needs interventions from financial institutions and government to address its challenges and catalyse its growth. Some of the speakers identified poor infrastructure, distribution of content, piracy, monetisation of content, lack of access to cheap capital as hurdles in the industry. On supporting the industry to unlock its potentials and impact the economy, Ben Murray Bruce, Founder of Silverbird Group who described the industry as one that has great value to the economy said that "What is important is for the

government to make bonds available for the industry to develop it and save lives". He categorically said that the government needs to take a position on the industry and make funds available at rates that are affordable and accessible to people who have basic intelligence and who can turn the economy around. Bruce, who states that Nigerians are smart people, believes that certain industries such as film, sports and music can take urchins away from criminality. "If you ask a child, do you want to commit robbery, get on drugs, or sing to become famous. Any potential criminal will choose to make music or become an athlete, if you give a child that option". "If you don't give a child that option, they're likely to become criminals, walk around, and end up in prison or dead. That's the option we have. So, if we have over 200 million people, many under the age of 35 or 25, and they have a chance to become successful, the government has a moral, legal, and ethical obligation to make funds available for that child", Bruce who is Co-Chair of the Creative Africa

Advisory Group at Afreximbank said. Also speaking at the forum, Moses Babatope, CEO of Nile Media Entertainment Group who spoke on 'Expanding Cinema infrastructure in Africa: Unlocking ROI through Cinema chains and digital platforms' described the trajectory in the film industry as modest growth. He said when the growth is compared to Nigeria's population and the amount generated as a content creating industry, "there is a big mismatch". Babatope who is a prominent executive in the Nigerian film industry said for some reasons, "We have focused on content investing, content financing, without that critical investment in infrastructure". He believed that when there is investment in infrastructure, the cinema industry will grow and attendance for cinema will equally grow. He expressed delight that the Africa Film Finance Forum has kick-started discussion on critical investments in the infrastructure, particularly infrastructure that monetizes content. [Read more on theindustryng.com](#)



:From the right; Babu Agba - SA to the President on Creativity, Joy Odiye - CEO, BluePictures and National President, Film Distribution Association of Nigeria (FDAN), Ken Eghas - Chief of Staff to the Federal Minister of Industry, Trade and Investment and Mary Ephraim-Eghas - Convener, Africa Film Finance Forum (AFFF) at the AFFF Roundtable in Lagos recently

Enterprise Development Centre deepens creative industry growth

The Director, Enterprise Development Centre of Pan-Atlantic University, Dr. Nneka Okekearu has stated that the country's creative industry is the new goldmine and has the capacity and potential to solve Nigeria's perennial unemployment crisis if it is well positioned. She stated this during the Creative Business Summit at the 2024 Global Entrepreneurship Week themed; "The Future Creative Work Adapting to New Norms" held at the Four Points by Sheraton in Victoria Island recently. The creative business summit was hosted by EDC in partnership with Mastercard Foundation. Dr. Okekearu, who highlighted the importance of creative business to the economy and its contributions to the gross domestic product (GDP) said that creative business is a very huge sector if it is properly harnessed. According to her, "The creative industry is a huge sector and it is a new gold, and the creative business, if you put it

into segments, take fashion as an example and look at the value chain. You will see that there is so much that can be done." The creative industry has different segments and those segments have various value chains. Therefore, if we go through the value chain approach, we will see that jobs can be created and work can also be created." Speaking on the challenges confronting the sector, Dr. Okekearu stated that "Part of the challenges the creative industry faces is capacity and talent. A lot of these startups in the sector do not have capacity in this area." "They need to be very creative in designing music or clothes or script writing. It is good to have that talent but the main challenge they face is the business side of the creative to any technical talent that you have. Recommending the way forward, she urged stakeholders in the sector to embrace what enterprise development center is doing to help out startups in the industry.

Industry Newspaper lines up experts to address issues effecting women, SMEs

The leading brand marketing publication in West Africa, The Industry Newspaper has announced the theme and speakers for the 2024 Industry Women Conference scheduled to be held on Friday, 13th December 2024 in Lagos. The theme for 2024 women's conference is titled 'Tools Nigerian women need to compete and succeed' and the speakers for this second edition are Group Head, Brands & Marketing Communications, Wema Bank Plc, Mrs. Mabel Adeteye and Group Head, Women Bank/ W Initiatives, Access Bank, Mrs. Abiodun Oluhabitan. The organisers also announced Group Head, Marketing & Corporate Communications, UBA Group, Mrs. Alero Ladipo and President, Felix King Foundation, Dr. Felix King Eiremiokhae as chairperson of the conference and co-chairman respectively. The 2024 Industry Women Conference (tinW) comes on the heels of a successful inaugural edition

last year with the theme; 'She wins'. Speaking at the unveiling media conference in Lagos yesterday, the convener of The Industry Women Conference, Mr. Goddie Ofose said, "We arrived at this theme and the speakers this year because we believe the theme resonates well with the Nigerian women at the time particularly with the country's economy going through a bad patch. We must equip our women for the present and the future." According to him, "Women-led businesses are important for many reasons, and this including: diversity and innovation. Women entrepreneurs bring unique perspectives and insights that can lead to better decision-making and more innovative solutions." "Women-led startups often prioritize social impact and sustainability, which can contribute to a more responsible and ethical business ecosystem," he added. On the economic growth, Ofose stated that "Women-led businesses can reinvest into household incomes

and national economies and can close the pay gap and rise to leadership positions while Women entrepreneurs are more likely to invest back into their families and community, such as in education, nutrition, and children's health." On the side line of the 2024, which is also titled the PINK session, The Industry Newspaper will use occasion to recognise and celebrate Top 50 Industry Women in Nigeria who have tenacity, resilience, innovation and industry in the course of the year-2024. These women cut-across different sectors such as tech, marketing, advertising, communications, public relations, governance, healthcare, manufacturing, entrepreneurship, brand management, sales and media. In the same vein, Chief Mrs. Kehinde Kamson, Founder/CEO, Sweet Sensations Confectionary, Dr. Shade Okoya, CEO, Eleganza Industries Limited, Mrs. Bola Atta, CEO, UBA Foundation, Mrs. Tomi Somefun, MD/CEO, Unity Bank, Dame Adaorn Umeoji, MD/CEO, Zenith Bank Plc

and Mrs. Alero Ladipo, Group Head, Marketing & Communications, UBA Group will be recognised as the Industry Iconic Amazons. According to the convener, tinW, "It is our great pleasure to present to you the Industry Change Maker Awardees in 2024. This recognition is a result of their exceptional achievements and outstanding contributions to their respective industry in Nigeria in 2024." "Their tireless dedication, innovative approach, and unwavering commitment to excellence have made a significant impact on their fields as well as your contributions to their organisations. Their accomplishments serve as a testament to their leadership, expertise, and passion." "They are an inspiration to countless individuals, particularly women, who aspire to make a difference in these fields in Nigeria because their works have indeed paved the way for future generations, and we are grateful for your tireless efforts," Ofose stated.

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L-R: Creative Director, Aksept Events, Ogunyemi Augustine; Convener, BusyBee Masterclass, Bisi Sotunde; CEO, the 360Nobs Group, Noble Igwe; CEO, Dunice Event, Ibidunni Layade; and Nigeria Music Artist, Segun Johnson; During the BusyBee Masterclass held in Lagos



L-R: Team Coordinator, National Defence College, Brig. Gen. Chukwuemeka Michael Akaliro; Vice President, Oil and Gas, Dangote Industries Limited, Devakumar Edwin; Team Leader, National Defence College, Brig. Gen. Muhammed Sani Usman, during the National Defence College, Course 33 visit to Dangote Petroleum Refinery and Fertiliser Plant, Lekki Lagos recently

AGF, BOI sign \$50m loan portfolio for women entrepreneurs, SMEs in Nigeria

African Guarantee Fund (AGF) and Nigeria's Bank of Industry (BOI) have signed a \$50 Million Loan Portfolio Guarantee framework in a bid to propel Nigeria's industrial sector by providing financial and business support services to enterprises. The agreement that was signed at the Africa Investment Forum in Rabat is backed by African Development Bank's Affirmative Finance Action for Women in Africa (AFAWA) initiative. The transaction will be phased out in three tranches over a 10-year period and will significantly scale up BOI's lending to Small and Medium Enterprises (SMEs) in Nigeria. The partnership includes a comprehensive risk sharing mechanism that focuses on supporting MSMEs, Women-Owned enterprises and Green businesses to promote environmental sustainability and gender equity. Speaking during the signing ceremony, AGF Group Chief Executive Officer, Mr. Jules Ngankam said "This transaction with the leading Development Finance Institution in Nigeria is a great milestone that will significantly impact Nigeria's economy by unlocking up to USD 100 million in financing for SMEs. AGF will also provide tailored guarantees and technical assistance towards the special SME products offered by

BOI, targeting Women, Youth and Green Businesses." The MD/CEO of the Bank of Industry, Dr. Olasupo Olusi, said, "BOI is excited to leverage the guarantee framework of the African Guarantee Fund in promoting sustainable growth, gender equity, innovation and advancing more credit to SMEs in Nigeria in line with President Bola Tinubu's government's Renewed Hope agenda". Dr. Beth Dunford, Vice President for Agriculture, Human and Social Development said, "This strategic

partnership illustrates the commitment of the African Development Bank, especially the Affirmative Finance Action for Women in Africa (AFAWA) initiative, to empower women entrepreneurs and foster economic growth in Nigeria. It is not just a financial transaction aimed at supporting and catalysing the growth of small and medium enterprises in Nigeria; it is a beacon of hope and progress for African businesses, particularly for those led and owned by women." [Read more on theindustryng.com](#)

Nestlé, Cocoa activate empowerment income drive for Nigerian women

As an innovative family-centered approach, the income accelerator program is aiming to close the living income gap and reduce child labor risks by encouraging changes in behavior and rewarding positive practices – both within the home and on the farm. The income accelerator program aims to improve the livelihoods of cocoa-farming families. The program rewards cocoa-farming families not just for the quantity and quality of their cocoa beans, but also for practices that benefit the environment and local community.

The program incentivizes and enables cocoa-farming families to engage in practices in four areas: school enrollment, good agricultural practices, agro forestry activities, and diversified incomes. For the first two years, families in the program can receive up to €500 annually (€100 per area with an additional €100 if families meet the required conditions and actions for all four areas) with the incentives distributed equally between the two household heads (i.e., man and woman) to encourage gender equality, share financial



responsibilities, and build more resilient household. The program values the equal split of incentives because when women are actively engaged, it can lead to more inclusive and informed decision-making on farm and family finances. This is because women tend to consider the needs of the entire household and prioritize investments that benefit the overall wellbeing of all family members, such as enhancing food security, improving access to education and healthcare, and diversifying income sources. Diversifying incomes by the program is achieved through encouraging women to join Villages Savings and Loans Associations (VSLAs), which help women access finance and loans to start... [Read more on theindustryng.com](#)

Access Bank to honour 100 African women with "Power of 100" initiative



Access Bank through its W initiative is set to honour 100 women from across 16 African countries including Nigeria. The bank has launched the "Power of 100" initiative, which aims to recognize and celebrate 100 women

across Africa who have made remarkable contributions in diverse sectors such as health, education, business, and technology. The honourees will be nominated from the 15 countries with Access Bank subsidiaries and Nigeria. Power of 100 is not a new initiative by Access Bank, as the bank carried out the first edition in 2015, which was solely focused on Nigerian women. Abiodun Olubitan, Access Bank's Group Head, W Banking and Emerging Businesses noted, "This one is just the same thing we did in 2015, but then completely different because we now want to appreciate African women."

She continued, "As many of you know, the original Power of 100 was in 2015. It was a celebration of 100 inspirational women who have helped shape Nigeria's development from pioneers of industry to champions of social justice." Some of the identified criteria for selecting the awardees include leadership, innovation, and societal impact. It was noted that the awardees

are people who have demonstrated exceptional contributions in their fields. The award is streamlined to women from Nigeria, The Gambia, Sierra Leone, Zambia, Cameroon, Ghana, Rwanda, Kenya, DR Congo, Guinea, Mozambique, South Africa, Botswana, Tanzania, Uganda, and Angola.

The award was limited to those countries because the bank had a presence in only these countries, and the approach was to ensure effective engagement with the communities where the bank had a presence. Nominations for the Power of 100 are open and can be done on Access Bank's W Community website.

Nigerian Breweries, ITF empower 1,000 youths, women

Nigerian Breweries Plc, Nigeria's foremost brewing company has partnered with the Industrial Trust Fund (ITF) to empower 1000 youths and women across the country on skills development in line with its commitment to socio-economic development across communities in Nigeria. The beneficiaries of the empowerment, drawn from 24 states and the Federal Capital Territory, were trained in a wide range of skill areas, including solar panel installations, tailoring, leather works, hairdressing, phone repair, cap and wig making, and electrical installation. Delivering his goodwill message at the graduation ceremony held in Lagos, recently, the Managing Director, Nigerian Breweries Plc, Hans Essaadi, stated that the initiative has not only trained individuals but laid a solid foundation for a more skilled and competitive workforce. Congratulating the participants for completing the training, Essaadi encouraged them to continue to seek knowledge and embrace new challenges, noting that the skills and equipment acquired are not just tools for today but assets for a lifetime. In his remarks, the Director General Industrial Training Fund, Dr. Afiz Ogun, noted that the partnership between the agency and Nigerian Breweries Plc in the training of the

youth and women in selected areas of skills is one of the numerous efforts of ITF in supporting the growth and development of skills training for impactful skills intervention in various sectors of the economy. [Read more on theindustryng.com](#)

CCNL champions women's empowerment, inclusion

At the recently held International Women's Day (IWD), a day dedicated to recognizing women's achievements and advocating for gender equality, Coca-Cola Nigeria Limited (CCNL) has reaffirmed its commitment to empowering Nigerian women. Addressing the women, Amaka Onyemelukwe, Senior Director, Public Affairs, Communications & Sustainability, Coca-Cola Nigeria Limited (CCNL) said; "We are a total beverage company, refreshing local economies and making a difference in their lives. This year, in line with the UN's theme for International Women's Day, "Invest in Women: Accelerate Progress," we celebrate the women across the Coca-Cola system – from our associates to women entrepreneurs in our value chain who are running small businesses in local communities." Onyemelukwe stated that "We believe that supporting the success of women-owned businesses creates

a ripple effect of positive results in local communities. For decades, Coca-Cola has distinguished itself as a champion for women's economic empowerment and development. Through diverse and impactful initiatives, the company has driven positive change for Nigerian women, from fostering female leadership within its organization to equipping women entrepreneurs across its value chain." Women empowerment is deeply embedded in Coca-Cola's core values, aspiring to a 50% female representation in its leadership by 2030. By nurturing female leadership talent internally and empowering women entrepreneurs externally, Coca-Cola continues to play a crucial role in driving sustainable and inclusive growth across Nigeria. Recognizing the vital role women entrepreneurs play in the Nigerian economy.... [Read more on theindustryng.com](#)

Stanbic IBTC launches empowerment programme for women

Stanbic IBTC Holdings, a member of Standard Bank Group has launched its Blue Blossom community for Nigerian women, providing support and financial benefits to meet the unique needs of the Nigerian woman. The Group said according to World Bank, women comprised 43.83 per cent of the labour force, and 43 per cent of businesses worldwide were owned by women. Despite increased financial services in Africa's biggest economy in the last decade, 98 per cent of women still lacked access to formal credit markets. It said according to a recent report by the Rockefeller Philanthropy Advisor Gender Centre of Excellence, women and girls had limited access to education and healthcare, lack economic autonomy, and were under-represented in decision-making at all levels. In a statement, the bank said the Blue Blossom Community was launched

to enable women access financial and non-financial services, from banking services to non-banking services, including investments, retirement services, children accounts, free access to capacity-building sessions and special events. Speaking on the community, the Executive Director, Business and Commercial Banking, Stanbic IBTC Bank, Remy Osuagwu, stated that women were the backbone of established societies and must be supported to contribute to growing communities in Nigeria. "When women are exposed to and groomed in the art and science of business, coupled with receiving equitable financial services with affordable credit facilities, their potential for growth, leadership, and success is boundless," he said. Osuagwu described the Blue Blossom community as a multi-value platform that sought to provide an enabling ecosystem for women as young as 18, and nurture them into their best versions.

intentional approach to providing tailored solutions and opportunities to empower our people, especially women." Mabawonku emphasised the programme's potential to empower women to thrive in Nigeria's challenging economic landscape. "Our goal is to help women navigate the challenging economic terrain by providing them with skills for self-employment, resources for productivity, and support for success. "We understand this need as captured in our mission of empowering lives through innovation and we are very intentional about tailoring our empowerment efforts to the needs of our diverse customer demographics. "This commitment is evident in our solutions, partnerships, products, initiatives, and propositions; one of which is SARA by Wema. "I encourage every woman out there who is willing to learn a skill with potential for income generation, to register for the MOWA x SARA Accelerator Programme." The MOWA-SARA Accelerator Programme will cover 36 states and the Federal Capital Territory, focusing on vocational skills such as food processing, fashion designing, and hairdressing, as well as business management skills. The programme's structure includes five-day in-person training sessions organised into eight cohorts, with the initial pilot phase starting in Anambra, Ekiti, and Kano.



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Reach for your Peak

Agencies, practitioners who make 2024 thick

2024 for most businesses kicked off on a wrong footing particularly, as the economy was preparing for a tough year ahead. Most brands must have already surrendered because of what the future holds but some were prepared by retooling their brands and acquiring new skills to weather the storm that 2024 was going to release.

These brands are Chain Reactions Africa,

X3M Ideas, Lilvera, iMinndx, Multichoice and Airtel Nigeria. Not only did these brands won several awards in the year under review and grow their clientele and customer base by doing exceptional work but also their minders in the CEO of Chain Reactions Africa, Israel Opayemi, CEO of X3M Ideas, Steve Babaeko, CXO of Lilvera Group, Buchi Johnson, managing director of iMinndx, Olayiwola Jegede, Executive head, marketing, Multichoice, Tope

Oshunkeye and Director, Corporate Communications & CSR, Airtel Nigeria, Dr. Adefemi Adeniran.

In this special report by The Industry editorial team, we looked at what these organisations, brands and individuals do in the course of the year that keep them above others in terms of creativity, sustainability and bottomline.

MULTICHOICE: Driving Sustainable Innovation in Content Management

In a rapidly evolving media landscape, content delivery and management have become increasingly complex. Audiences demand more tailored, diverse, and accessible entertainment, and companies, like Multichoice have risen to the challenge. By prioritizing sustainable innovation in content management, Multichoice continues to lead the way, particularly through its flagship brand, GOtv. Recently crowned with the prestigious "The Industry PayTV Brand of the Year" at the Industry Awards, GOtv exemplifies Multichoice success in delivering high-quality, affordable entertainment to homes across Africa.

GOtv: A Game Changer in Affordable Entertainment

GOtv, a Multichoice subsidiary, was designed to fill a gap in the market for affordable, accessible, and high-quality television entertainment, particularly for audiences in developing regions. In contrast to the premium pricing models of other PayTV services, GOtv has managed to reach a wider demographic group, combining affordability with variety. This strategy has paid off handsomely, as evidenced by its recent award, which recognized its impact on the PayTV industry and its innovative approach to content management.

The "PayTV Brand of the Year" award underscores GOtv's ability to consistently deliver on its promises, offering a variety of channels ranging from sports, movies, and lifestyle content to local shows that resonate with its diverse audience. This balance of global and local content has been key to the platform's success, enabling GOtv to stand out in an increasingly competitive market.

Multichoice's Approach to Sustainable Innovation

At the core of Multichoice success is its approach to sustainable innovation. Rather than chasing short-term trends, Multichoice has focused on building long-term solutions that adapt to both the changing needs of consumers and the challenges of the digital era. GOtv is a perfect example of this approach in action.

Content Localization

One of the most significant aspects of Multichoice's strategy has been its investment in local content production. While global programming draws many viewers, Multichoice understands that regional content is what builds loyalty. GOtv offers a platform for local talent and narratives, showcasing African cultures, languages, and stories. By collaborating with local content creators and investing in African films, series, and sports, Multichoice ensures that its offerings remain relevant and reflective of the societies it serves.

Technological Innovation

GOtv's innovation extends beyond content to its technological framework. By utilizing Digital Terrestrial Television (DTT), GOtv has managed to reach audiences who may not have access to satellite TV, providing high-quality digital content without the need for extensive infrastructure. This technology not only broadens GOtv's reach but also ensures energy efficiency and cost savings, making it more sustainable in the long run.

User-Centric Models

Understanding that customer needs are constantly evolving, Multichoice has implemented user-centric models. This is evident in GOtv's flexible pricing plans, which cater to a wide range of consumers. Whether viewers are looking for premium entertainment or more basic packages, GOtv ensures there's something for everyone, offering accessibility without compromising on quality.

Environmental Sustainability

Multichoice's sustainability efforts also extend into the environmental realm. As part of its broader corporate social responsibility initiatives, it has committed to reducing its carbon footprint. The company has invested in energy-efficient technologies and recycling programs, particularly in the manufacturing and disposal of decoders. These efforts contribute to a greener media industry while reinforcing its role as a responsible corporate entity.

The Future of Content Management



As the digital age continues to unfold, Multichoice is well-positioned to maintain its lead through continued innovation. The growing influence of on-demand streaming services, combined with changing viewer habits, is pushing the company to further enhance its content management strategies. It has already begun incorporating digital platforms like Showmax into its ecosystem, enabling viewers to stream content on the go, while still enjoying the curated experience that GOtv and DStv provide.

To remain competitive, the company is also exploring more personalized content recommendations and AI-driven tools to help manage its vast content libraries. These innovations ensure that viewers have an enriched, user-friendly experience, while Multichoice continues to optimize its content offerings in line with consumer preferences.

Showmax: A leader in Innovative Video Streaming Platform

Showmax, a leading video streaming platform under the Multichoice umbrella, recognized with the prestigious "Industry Award for Most Innovative Video Streaming Platform." This accolade highlights Showmax's cutting-edge approach to streaming, which combines the best of global content with an emphasis on local African productions.

Showmax stands out due to its unique ability to blend affordability with flexibility. Offering a hybrid model that allows users to stream content online and download shows for offline viewing, it caters to a diverse range of audiences across Africa. The platform's focus on local storytelling, alongside global blockbusters, resonates with viewers, creating a personalized and culturally relevant experience.

From leveraging artificial intelligence for personalized content recommendations to offering original African series and films, it has revolutionized video streaming in the region. This award not only affirms its commitment to innovation but also solidifies its place as a

leader in the global streaming space.

Africa Magic as the Advertisers' choice

Africa Magic, the flagship channel under Multichoice, was also honored with the prestigious "Industry Advertisers Award," recognizing its consistent delivery of high-quality, locally produced movies and series. The platform has earned widespread acclaim for being a major player in African entertainment, producing content at a scale comparable to global platforms, like Netflix.

With deep focus on showcasing African talent and stories, Africa Magic has become a cultural powerhouse, releasing original films and series that resonate with audiences across the continent. By continuously churning out compelling narratives in Nollywood and beyond, the channel has redefined African storytelling, attracting advertisers' eagerness to tap into its vast and engaged audience.

The award highlights Africa Magic's commitment to providing premium content while reinforcing its position as a leader in the African media landscape.

With GOtv at the forefront, Multichoice has shown that driving sustainable innovation in content management is not just about technological advancements—it's also about understanding and catering to the audience's needs. From its strategic localization of content to its investment in sustainable technology, Multichoice is setting the standard for PayTV services in Africa. The "PayTV Brand of the Year" award bestowed upon GOtv is a testament to the company's commitment to excellence, cementing its reputation as a leader in affordable, high-quality entertainment.

As Multichoice continues to navigate the challenges of an increasingly digital world, one thing is clear: the company's dedication to sustainable innovation will keep it at the cutting edge of content management for years to come.



AIRTEL:

Leading the way in Nigeria's telecommunications Innovation



A REASON TO IMAGINE



Airtel Nigeria, a dominant player in the country's telecom sector, was recognized with the prestigious Industry Telecom of the Year Award. This accolade highlights Airtel's outstanding achievements and its pivotal role in transforming Nigeria's telecommunications landscape. As the telecom giant continues to innovate and expand its reach, it has positioned itself as a leader, offering cutting-edge services that cater to the dynamic needs of Nigeria's ever-growing population.

A History of Innovation and Growth

Airtel's journey in Nigeria has been nothing short of remarkable. Since entering the market, the company has been focused on improving the accessibility and quality of telecom services. From expanding network coverage to introducing affordable data and voice plans, it has consistently put the needs of its customers first.

In recent years, the telecom provider has focused on bridging the digital divide, particularly in underserved rural areas, ensuring that more Nigerians can access reliable internet services. This push for nationwide connectivity has played a key role in earning Airtel its reputation as a customer-centric company, deeply committed to improving the lives of Nigerians through telecommunications.

Driving Digital Transformation

One of the major reasons for Airtel's recognition as the Telecom of the Year is its role in driving digital transformation across the country. With the rise of smartphones and the growing demand for data, Airtel has invested heavily in 4G LTE technology and fiber optic infrastructure, providing faster and more reliable internet services to millions of Nigerians. This has not only empowered individuals but has also enabled businesses, particularly small and medium-sized enterprises (SMEs), to thrive in the digital age.

Additionally, Airtel has led the charge in introducing innovative products and services, such as mobile money solutions, which have made financial transactions more accessible to Nigerians, especially those in remote areas. Through its "Airtel Money" platform, the company has facilitated financial inclusion, allowing users to send and receive money, pay bills, and even access loans, all through their mobile phones.

Customer-Centric Approach

Its success can be attributed to its strong focus on understanding and addressing the needs of its diverse customer base. The company's flexible pricing options, innovative data bundles, and user-friendly services have made it a go-to provider for individuals and businesses alike. In a competitive market, it has managed to stay ahead by delivering consistent, high-quality service and maintaining a strong customer service presence.

One of the initiatives that set Airtel apart is its commitment to enhancing the customer experience through technology. The company's self-service app and USSD codes allow customers to easily manage their accounts, purchase data, and monitor usage without having to visit a service center. This level of convenience has been instrumental in fostering loyalty among Airtel's millions of subscribers.

Empowering the Future with 5G

Airtel's vision for the future of telecommunications in Nigeria is grounded in its commitment to innovation. As the world moves towards 5G technology, it is at the forefront of

preparing the country for this next phase of digital evolution. The company has already begun testing 5G technology, which promises to revolutionize industries such as healthcare, education, and entertainment by offering ultra-fast internet speeds and low latency.

With the introduction of 5G, Airtel aims to enable the development of smart cities, advancement of digital education, and provision of enhanced services that will drive Nigeria's digital economy forward. By staying ahead of technological advancements, it is ensuring that Nigeria remains competitive on the global stage.

Corporate Social Responsibility and Community Impact

Beyond its business operations, Airtel has demonstrated a strong commitment to corporate social responsibility (CSR). Through its various initiatives, the company has made a positive impact on education, healthcare, and economic empowerment. Its flagship CSR program, "Airtel Touching Lives," has supported numerous community projects, including the construction of schools, the provision of healthcare facilities, and the empowerment of women and youth.

By contributing to the development of local communities, it has not only strengthened its brand but also deepened its connection with Nigerians. This focus on social impact is another reason the company has been recognized with the Industry Telecom of the Year award, as it shows a holistic commitment to improving lives.

Its recognition as the Telecom of the Year is a testament to its leadership in Nigeria's telecommunications industry. From expanding network coverage and driving digital transformation to delivering exceptional customer service and investing in the future with 5G, it continues to set the standard for telecom companies in Nigeria. As it builds on this success, it is poised to remain at the forefront of the country's telecom revolution, empowering millions of Nigerians with the tools they need to thrive in an increasingly digital world.

SmartCash PSB Wins the Industry Innovative PSB Award

SmartCash Payment Service Bank (PSB) was honored with the Industry Innovative PSB Award, recognizing its groundbreaking contributions to financial inclusion and digital banking in Nigeria. The award underscores SmartCash's commitment to delivering cutting-edge financial services that empower underserved and unbanked communities across the nation.

Revolutionizing Financial Access

Launched with the mission to drive financial inclusion, SmartCash PSB has quickly emerged as a leader in Nigeria's payment service sector. By providing easy access to banking services, including mobile wallets, transfers, and bill payments, SmartCash has enabled millions of Nigerians to participate in the formal economy. Its innovative approach allows customers, particularly in rural areas, to conduct financial transactions seamlessly using their mobile devices, without the need for traditional banking infrastructure.

Technology-Driven Innovation

SmartCash PSB's success is built on leveraging advanced technology to meet the needs of a diverse and growing customer base. The company has introduced several tech-driven solutions, such as its user-friendly mobile app, which simplifies the process of opening accounts, making

transactions, and accessing other financial services. The app's intuitive interface, low data consumption, and offline functionality have made it a game-changer in reaching underserved populations.

SmartCash's investment in security and data protection also sets it apart. With a focus on ensuring secure transactions and safeguarding customer data, the company has gained the trust of its users, helping to build a solid reputation as a reliable and forward-thinking financial service provider.

Enabling Financial Inclusion

One of the primary drivers behind SmartCash PSB's recognition for innovation is its role in promoting financial inclusion. By creating accessible banking solutions, the company has empowered individuals and small businesses in hard-to-reach areas, reducing the financial exclusion gap in Nigeria. Its agent banking network has expanded rapidly, allowing users to perform essential banking transactions, even in communities without formal banks.

This inclusive strategy has made a significant impact on the country's economic development, enabling small-scale traders, farmers, and artisans to manage their finances more effectively, improve their savings culture, and gain access to financial tools that were previously out of reach.

The Industry Innovative PSB Award is a reflection of SmartCash PSB's leadership in pushing the boundaries of payment services in Nigeria. As it continues to grow, the company remains focused on driving financial inclusion through technology, offering more innovative solutions, and expanding its reach to bring financial services to every corner of the country.

With this recognition, SmartCash PSB has cemented its position as a key player in the future of digital banking, helping shape a more inclusive financial ecosystem for Nigeria.

Adefemi Adeniran: A Leader Driven by Innovation

Adefemi Adeniran, a visionary leader in Nigeria's telecommunications sector, was honored with the prestigious Industry Leadership Award, recognizing his outstanding contributions to innovation in Airtel communication. This award celebrates Adeniran's role in transforming Airtel Nigeria into a frontrunner in the industry, driving digital innovation and reshaping customer experiences across the nation.

A Visionary Leader in Telecom Innovation

As a key figure in Airtel's leadership team, he has been at the forefront of numerous groundbreaking initiatives that have elevated Airtel's position as one of Nigeria's leading telecom providers. His strategic vision has not only boosted Airtel's competitive edge but has also contributed significantly to the overall advancement of the telecommunications sector in Nigeria.

One of his most notable achievements has been his focus on leveraging digital transformation to enhance the customer experience. Under his leadership, Airtel has rolled out several innovative products and services, such as the expansion of 4G LTE coverage, introduction of flexible data plans, and the enhancement of self-service platforms that allow users to manage their telecom needs seamlessly.

Pioneering Digital Solutions

His innovative mindset has been pivotal in Airtel's ability to stay ahead of the curve in the fast-evolving telecom landscape. By championing

digital solutions, he has overseen the integration of new technologies that have improved network performance, optimized customer service, and enhanced data security. His efforts have resulted in Airtel's ability to provide faster, more reliable internet services, further cementing the company's reputation as a leader in digital connectivity.

Moreover, he has played a central role in Airtel's push to introduce 5G technology in Nigeria, positioning the company to lead the future of telecom in the country. The potential of 5G to revolutionize sectors such as healthcare, education, and entertainment has been a key focus of Adeniran's strategy, as Airtel prepares to offer services that will drive digital transformation across multiple industries.

Leadership in Corporate Social Responsibility

Beyond his contributions to technological innovation, he has been instrumental in driving Airtel's corporate social responsibility (CSR) initiatives. His leadership in this area has led to the launch of several programs aimed at bridging the digital divide and promoting financial inclusion in rural areas. These efforts have not only expanded Airtel's reach but have also contributed to the socio-economic development of communities across Nigeria.

His commitment to CSR extends to Airtel's education and healthcare initiatives, where he has championed projects that provide digital learning tools to students and support telemedicine services in underserved areas. These projects reflect his belief that telecommunications should not only drive business growth but also contribute to national development.

A Well-Deserved Recognition

His recognition with the Industry Leadership Award is a testament to his impactful leadership and innovative contributions to Airtel's success. His vision for a more connected Nigeria, combined with his ability to execute bold strategies, has propelled Airtel to new heights in the competitive telecom industry. As he continues to lead Airtel into the future, his dedication to innovation, customer service, and social impact will undoubtedly leave a lasting legacy in Nigeria's telecommunications sector.

Adeniran's Industry Leadership Award reflects his significant role in transforming Airtel into a telecommunications powerhouse through innovation and visionary leadership. His ability to merge cutting-edge technology with customer-centric solutions has set new benchmarks for excellence in Nigeria's telecom industry, positioning both himself and Airtel as trailblazers in the field.

The Industry Award for Innovation: Airtel's Trailblazing Achievements

Airtel Nigeria was honored with the prestigious Industry Award for Innovation, a recognition that underscores the company's remarkable advancements and pioneering efforts in the telecommunications sector. This accolade celebrates Airtel's commitment to driving technological progress and enhancing the customer experience through innovative solutions.

A Leader in Telecom Innovation

Airtel's journey towards this award was marked by its dedication to redefining the industry in terms of technology adoption and creative advertising.

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CHAIN REACTIONS: Setting the pace in PR industry

Chain Reaction, one of the leading public relations agencies in Nigeria, was recognized with the coveted "PR Firm of the Year" award at the prestigious Industry Awards. This accolade celebrates the firm's remarkable achievements in the field of strategic communications, crisis management, and brand building across diverse sectors.

A Testament to Excellence

Founded with a vision to deliver innovative and result-driven communication strategies, Chain Reaction has steadily grown into a powerhouse in the PR industry. Over the past years, the firm has played a pivotal role in shaping the reputation of some of

In an era where the digital space dominates communication, it has led the charge in integrating traditional PR techniques with cutting-edge digital strategies. The firm has invested in building its digital capabilities, embracing social media, influencer partnerships, and online content creation to engage audiences in new and dynamic ways.

This digital-forward approach, coupled with Chain Reaction's emphasis on thought leadership, has not only helped clients increase their visibility but also transformed how PR is executed in the Nigerian market. With a focus on real-time data analysis and monitoring, Chain Reaction ensures that every campaign is adaptable and responsive to the ever-changing media landscape.

Building Trust and Managing Crises

One of the key areas that earned it the "PR Firm of the Year" title is its exceptional crisis management expertise. The firm has been instrumental in guiding numerous clients through complex reputational challenges, ensuring swift and effective damage control. Its proactive and transparent communication strategies have been vital in restoring public trust for companies facing scrutiny or backlash. Whether dealing with reputational

crises, product recalls, or leadership transitions, Chain Reaction has demonstrated a mastery of the tools needed to mitigate damage and protect a company's brand image. This ability to manage crises while maintaining strong client relationships is a hallmark of the firm's enduring success.

A Bright Future Ahead

The "PR Firm of the Year" award is not just a recognition of Chain Reaction's achievements, but a testament to the firm's forward-thinking approach and commitment to excellence in public relations. With this award under its belt, the firm is set to further cement its reputation as a leader in the Nigerian and African PR space. In the words of the company's CEO, "This award is a reflection of the hard work and passion that our team brings to every project. We are committed to pushing the boundaries of public relations and will continue to deliver exceptional results for our clients."

As the PR industry continues to evolve, it is well-positioned to stay ahead of the curve, offering innovative solutions that drive real value for clients. Looking to the future, it plans to expand its regional



Nigeria's most prominent brands. Its approach is rooted in creative storytelling, data-driven insights, and a deep understanding of the local market, which has allowed it to develop tailor-made solutions that resonate with both clients and audiences.

Industry-Leading Campaigns

What sets Chain Reaction apart is its ability to navigate complex communication landscapes and deliver measurable impacts. From public sector projects to private sector campaigns, the company's portfolio includes a wide range of successful initiatives that highlight the firm's expertise in building meaningful connections between brands and their audiences.

Whether it is orchestrating product launches, managing crises, or helping businesses establish their presence in a crowded marketplace, its campaigns have consistently demonstrated excellence. In the past years, its notable projects have included high-profile digital marketing campaigns, government advisory services, and corporate communication strategies that have garnered widespread media attention.

Adapting to the Digital Age



CHAIN REACTIONS

CHAIN REACTIONS AFRICA

footprint, embrace more technological advancements, and continue its focus on sustainable communications strategies.

Its recognition at the Industry Awards is a fitting salutation to its unwavering dedication to shaping the future of public relations in Nigeria. Through a combination of creativity, strategic thinking, and adaptability, the firm has demonstrated its ability to thrive in an increasingly competitive and dynamic market. As it continues to grow and evolve, it is undoubtedly a PR force to watch in the coming years.

Israel Opayemi: A Visionary Leader

Israel Opayemi, a dynamic and visionary communications expert, was awarded the prestigious "PR Practitioner of the Year" at the Industry Awards. This recognition highlights Opayemi's exceptional contributions to the public relations industry, where his innovative strategies and leadership have made a lasting impact on clients and colleagues alike.

A Career Built on Innovation and Excellence

With a career spanning over a decade, he has become a prominent figure in Nigeria's PR landscape. His ability to blend traditional PR principles with cutting-edge digital solutions has set him apart as a thought leader in the field. From managing high-stakes corporate communications to driving impactful brand campaigns, Opayemi's expertise covers a wide range of public relations functions, all of which have helped elevate the reputation and visibility of his clients.

One of his hallmarks is his focus on storytelling. Recognizing that every brand has a unique narrative, he has consistently helped businesses craft compelling stories that resonate with audiences. This approach has been particularly effective in driving consumer engagement, building brand loyalty, and fostering trust between organizations and the public.

Key Campaigns and Achievements

Throughout the past year, he spearheaded several high-profile campaigns that gained widespread recognition. His strategic communications work for multinational corporations, government agencies, and local brands has earned him a reputation for delivering results even in the most challenging scenarios.

One of his outstanding achievements was his leadership in crisis management for a major client, where he was able to

navigate a potentially damaging situation and restore the company's image through swift, transparent, and thoughtful communication. His proactive approach, combined with his ability to remain calm under pressure, has cemented his status as a go-to expert for reputation management. His innovative use of digital platforms has also played a critical role in his success. By leveraging social media, influencer marketing, and data-driven insights, he has helped his clients to expand their reach and deepen their engagement with target audiences. His work has led to increased brand visibility, improved customer relations, and a significant boost in client trust.

Leadership and Mentorship

Beyond his client-facing work, he has also become known for his leadership within the PR community. As a mentor and advocate for the next generation of PR professionals, he has dedicated time and resources to nurturing young talents in the industry. Through workshops, speaking engagements, and mentorship programs, he helped shape the future of public relations in Nigeria by inspiring others to embrace innovation and creativity in their work.

His dedication to knowledge sharing has also earned him respect as a thought leader. He frequently contributes to industry discussions, offering insights on trends, challenges, and opportunities in public relations. His thought leadership has influenced how PR is practiced in Nigeria, with many looking to him for guidance on best practices and strategic approaches.

The Road Ahead

Winning the "PR Practitioner of the Year" award is a well-deserved recognition of his hard work, dedication, and visionary thinking. However, this milestone is just the beginning of what promises to be an even more impactful career. With plans to further explore digital transformation in PR, as well as expand his influence across Africa's communications landscape, he is set to continue leading the charge in shaping the future of public relations.

His recognition at the Industry Awards underscores his outstanding contributions to the PR industry. His innovative strategies, leadership, and commitment to excellence have set a new standard for public relations in Nigeria. As he continues to push boundaries and inspire others, Opayemi remains a trailblazer in the world of communications.

STEVE BABAEKO: Ad king from Africa

Steve Babaeko, the debonair President of the International Advertising Association (I.A.A), Nigeria Chapter and his creative agency X3M Ideas have shone brilliantly on the local and global advertising landscapes, changing the status quo and building brands with cutting edge creativity. Goddie Ofose reports.

When it comes to the advertising industry, having a creative approach to work is crucial. Indeed, the success of an ad agency or an ad campaign largely revolves around the ability to create effective and engaging content that is capable of targeting the viewer's attention.

In the context of today's creativity and the contribution of advertising to brand building and Nigeria's economy, the Chief Executive Officer of the X3M Ideas, Steve Babaeko fits in perfectly as one thinker who sits at a corner, dishing out memorable campaigns that do not only catch attention but forge an emotional connection with viewers.

For decades, Babaeko used advertising to tell a story; a story that Africa is capable of standing shoulder-to-shoulder with the rest of the world in advertising. No wonder, his creative agency has remained a beautiful bride and ruled the Nigeria market for over a decade, winning awards and changing the Nigeria narrative.

Perhaps the difference between him and others lies in being able to differentiate

Babaeko was not celebrated as the number one CEO in Nigeria, who broke a 70 year old jinx.

"While I commend our body of juries for their painstaking work in identifying and giving the award of the best CEO to a worthy personality, I must add that, as a marketing reporter and analyst, I know what it takes to win in Cannes. It eluded us in Nigeria for 70 years because it was not a joke, until one Steve Babaeko came and led a team of determined and creative minded guys at his X3M Ideas to the 'war'. Cannes easily separates the 'men' from the 'boys' and that's what happened. Our philosophy at the Industry is to give recognition based on merit and that, we will continue to uphold" Ofose said.

Nigeria to the world...

Just as advertising in Nigeria, the advertising professionals are also evolving. From the first-generation advertising agencies to the present-day generation, the industry has witnessed remarkable progress that has put it on the global map as one of the creative destinations in the world. No doubt, the industry significantly contributes to the economic growth of the country and continues to flourish in terms of revenue, creativity, local and international recognition, and talent.

An independent survey revealed that graduates of mass communications, marketing, and other related professions

Then, he went on to Prima Garnet Ogilvy, where he also worked for another five years. After 7 years at 141 Worldwide (now Nitro 121), where he worked as creative director, he left to set up X3M Ideas in 2012.

His agency, X3M Ideas, has become a household name in the creative advertising space, winning both local and international accounts and laurels. Aside from his agency's award as Creative Ad Agency of the Year at the Industry award, he has appeared, at several global events, as a speaker and jury member, and networking with global business leaders. He has served as a member of the jury at the New York Advertising Festival, the Loeries, and the African Cristal Awards. He has also spoken at the Cannes Lions Festival and the International Advertising Association conference. He served as the Chairman, Public Relations Committee of the Nigerian-American Chamber of Commerce among other leadership roles.

He holds a bachelor's degree in Theatre Arts from Ahmadu Bello University, Zaria, Nigeria. In addition, he has attended several international Leadership trainings

, including some at Harvard Business School, Columbia University, New York, and Stanford Graduate School of Business. He was listed as one of Adweek's Top 100 Creatives in the world in 2019. He was also conferred with the "Visiting Fellow" honors at the Henley Business School, University of Reading.

He is involved in a couple of social advocacy activities, including pushing for the recognition of Obangogo Hills, a symbolic cultural and tourist location in Kogi State of Nigeria, standing over 700 metres high, as a UNESCO World Heritage Site. His agency also embarks on several Corporate Social Responsibility (CSR) initiatives while he also embarks on charitable courses.

The X3M Ideas Brand...

The agency has won numerous awards, ranging from; Cannes Lions 2023 Festival, the Luum Awards, the Loeries Awards, and the Lisbon Awards to name a few.

Some of its notable clientele are Multichoice; Africa's foremost telecommunications company, Globacom Limited; global leader in wine and spirits, Pernod Ricard, a leading dairy cooperative, Royal FrieslandCampina of the Netherlands; a leading carbonated soft drink company, LaCasera, and many others. Based on its success in South Central Africa, it entered the Middle East market. Since X3M Ideas was launched in other markets outside Nigeria, it has executed brilliant marketing campaigns and premium brand experiences for brands like Chivas, Beefeater, Access Bank, GOtv, and Jameson in Zambia, Zimbabwe, Mozambique, and Botswana.

Last year, while reflecting on its expansion plans, Babaeko said he was optimistic that the next journey into new markets in Dubai, Kenya, and Congo Brazzaville would breathe a new life into advertising practice



in these regions. In his words, "In the past 10 years, X3M Ideas has revolutionized marketing communications, using brand-tailored solutions to navigate the dynamic nature of the markets. Due to digital disruption, the business of advertising has become more complex than before. Rather than focus on the challenges of consumer markets, where we operate, we see more opportunities for growth beyond the African continent. Dubai is a choice destination for our business. Wherever we see a need for innovative solutions for strategic communications, we go there and help businesses find their 'X-factor' and deliver quality service," he said.

Cannes Lions came home at last....

X3M Ideas' win at the prestigious Cannes Lions festival marked the first time in 70 years that an agency from Nigeria and West Africa will clinch the coveted Cannes Lion award.

X3M Ideas emerged victorious at the Cannes Lions 2023 festival, securing Bronze Lions in the highly competitive Health and wellness category. The agency's winning campaign, titled "The Soot Life Expectancy," showcased its innovative approach and dedication to creating impactful campaigns that resonate with audiences and address pressing social issues.

Commenting on the historic win Babaeko said, "This is an incredible moment for X3M Ideas and the entire creative industry in Nigeria and West Africa. We have always strived to push boundaries and elevate our beloved country on the global stage. Winning the Cannes Lions award is a dream come true, and we are immensely proud to be the first agency from this region to achieve this feat."

The Cannes Lions award is widely recognized as the "World Cup of advertising," and X3M Ideas' victory is a testament to their commitment to excellence and their ability to compete at the highest level on the global advertising stage.

Babaeko and his agency continue to change the marketing communications landscape, setting new standards and breaking new records. He has also become an inspiration for both young and old who are rekindling their can-do spirit that 'if Babaeko and X3M Ideas can do it, they can do it as well'. The future is for the brave, Babaeko is taking it one step at a time.



X3M IDEAS

between creativity and strategy. To him, the most herculean task is transforming a brilliant idea into an actionable plan. "It can feel so daunting to take that initial spark and turn it into something tangible and measurable," he once told this reporter. And as a good student of a renowned marketing professor Jef I. Richards, the X3M Ideas boss believes that; "Creativity without strategy is called art; creativity with strategy is called advertising."

By cleverly applying this principle, Babaeko and his agency constitute a force to reckon with, not only in Africa, but globally. The peak of that recognition was the breaking of a 70-year-old record by X3M at the 2023 Cannes Lions Festival, where they won the first of this award ever by a Nigerian agency.

Therefore, it was just a reiteration of an established fact, when the organizers of the Industry Awards and Summit announced Babaeko as the CEO of the Year in its 2024 edition. The award put the advertising egghead ahead of the CEOs of other organizations in Nigeria. Of course, it's irrefutable, considering the singular act of putting Nigeria on the world map at the 2023 Cannes Lions 2023 Festival. To Goddie Ofose, the Editor-in-Chief of The Industry and the organizer of the awards, one would be making mockery of the awards and recognition industry, if

prefer to work in the advertising industry to any other industry. Amazingly, when people think of advertising in Nigeria, many professionals in other fields and outside the country say that an individual readily comes to mind: Steve Babaeko. He is a renowned creative advertising and marketing communications expert, because he has been able to position himself and make enormous contributions to the growth of the industry.

He is an adman, who has not only helped brands sell their products and services through creatively crafted award-winning marketing communication campaigns but has also creatively sold himself and his agency to the world. His new generation advertising agency in Nigeria, X3M Ideas, within a short period expanded to other Africa and the Middle East markets, like South Africa, Congo, Zambia, Dubai, and Kenya.

Leadership Roles...

Babaeko is the immediate past President of AAAN and the President of the Nigeria Chapter of the International Advertising Association (I.A.A).

He has more than two decades of experience, working in the marketing communications industry. He began his career in 1995 with MC&A Saatchi & Saatchi, where he worked for five years.

GOtv
Nigeria

**WE DEY
FOR YOU**

LOWER PRICE
Valid from
10th AUG. to 10th NOV.

SHOWCASE

No miss am

GOtv
SUPA+

WAS N15,700
NOW N13,900 P/M

T&Cs Apply

Premier League

PREMIER LEAGUE

The advertisement features a purple background with several white and red price tags hanging from black strings. The tags contain images of football players (one in an Arsenal kit, another in a Tottenham kit), a woman in a pink top, a man in a light blue shirt, and a woman in traditional Nigerian attire. The central text 'WE DEY FOR YOU' is prominently displayed in yellow and purple. Below it, a red tag reads 'LOWER PRICE' with the validity period 'Valid from 10th AUG. to 10th NOV.'. The 'GOtv Nigeria' logo is in the top right, and the 'Premier League' logo is in the bottom left. A teal banner at the bottom says 'No miss am'. The pricing section at the bottom shows 'GOtv SUPA+' with a price reduction from 'WAS N15,700' to 'NOW N13,900 P/M'. A small 'T&Cs Apply' note is on the right.



DStv
Nigeria

Your Reasons to be Happy



Enjoy Naija dramas, football & more smiles
this holiday season

RECONNECT &
STAY WATCHING

LILVERA GROUP: A distinct example of 360 imc agency

Hardly would anyone find an integrated marketing communications (imc) company in Nigeria that is a precinct to doing the 360 almost perfectly well. A clear example of such imc company is Lilvera Group, a 360-degree marketing communication outfit that handles briefs from all areas.

Over the past year, from March 2023 to May 2024, Buchi Johnson, Chief Experience Officer of Lilvera said, "Our experiential marketing agency has successfully executed a series of impactful projects aimed at enhancing brand visibility and meeting client expectations. Through innovative strategies and meticulous execution, we have achieved significant milestones across various



campaigns, solidifying our position as a trusted partner in delivering exceptional experiential marketing solutions."

"At Lilvera Group, we are all about first impression," adding that "We project potentials."

Johnson stated that how we project ourselves is important to our productivity. That is why we take first impression seriously, he added. First impression we understand, often set the tone of the relationship that follows hence

making a great first impression is essential in our business dealings. We like you to feel comfortable with us from the moment we meet, assuring you that you have come to the right place; the right partners to take you and your business to the next level.

Unlocking business potentials that are tailor-made for your business is paramount to enabling your business reach its peak. Our values are precious to us; they define how we manage our investments...YOU. Our highly trained professional staffs understand this too, that the first few minutes of meeting any client is essential to earning that business. Hence we showcase our intelligence, professionalism, and confidence in how we handle businesses from the first meeting and earning your trust, as trust is the new gold.

We provide services such as experiential marketing, event management, influencer management, event sourcing, business meeting and hybrid workshop. Some of the agency's key achievements that earned it the Industry Breakthrough imc company of the year in 2023 include increased Brand Visibility. Through strategic planning and creative execution, we have significantly boosted the visibility of our clients' brands, the company stated.

Client Satisfaction: the organization is proud to report high levels of client satisfaction, consistently meeting their expectations. Our collaborative approach, attention to detail, and commitment to excellence have been instrumental in building strong client relationships.

Lilvera project highlights during the year under review are:

Project A:

- Objective: Production of CDUs (Counter Display Unit) and Display Stands to display brand items in a strategic and meaningful way.

- Strategy: Outlining the key objectives and

goals the display stands, and CDU is meant to portray which includes product features etc., ensuring they are practical and easy to assemble.

- Results: Enhanced brand awareness & increased product visibility. Sales promoters were also able to leverage on the eye-catching design and structure of our production, which aided in a strategic placement of items, resulting in memorable consumer interactions, giving an overall topnotch experience.

Project B:

- Objective: Strategically revamp key locations to maximize brand visibility and engagement, effectively showcasing the drink brand's identity and increasing consumer interest and recognition.

- Strategy: Develop a comprehensive plan to fabricate items that embody the essence of the drink brand, ensuring they resonate with the target audience. Execute strategic refurbishments of key locations to enhance visibility, creating immersive environments that amplify brand presence and attract consumer attention effectively.

- Results: The strategic fabrication of bespoke items and revamp of key locations significantly boost brand visibility, leading to heightened consumer engagement for the drink brand with sales promoters capitalizing on these new resources to create immersive brand experiences for consumers.

Project C:

- Objective: Strategically brand display tables and fabricate display units in selected

Lilvera

outlets to increase brand visibility and reinforce brand identity, thereby enhancing consumer awareness, engagement, and loyalty towards the technology brand.

- Strategy: Design and install branding materials that integrate the technology brand's elements into table surfaces and display units at selected outlets. Ensure consistency in branding across all materials and locations.

- Results: Sales promoters effectively utilized the branded tables and display units to showcase the technology brand product features and benefits, enhancing consumer engagement and influencing purchase decisions positively, thereby maximizing overall brand impact in the outlets and giving consumers an amazing brand experience and many more.

Looking ahead, Johnson said, "Our agency remains committed to pushing the boundaries of experiential marketing. We will continue to innovate, collaborate with our clients closely, and leverage emerging technologies to deliver impactful campaigns that drive tangible business outcomes. By staying ahead of industry trends and evolving consumer preferences, we aim to further elevate brand visibility and exceed client expectations in the coming year."

OLAYIWOLE JEGEDE:

Breasting the taps where young professionals fall off



tremendous growth under his leadership. His innovative strategies have not only enhanced iMinnd's reputation but have also set new standards for the industry.

A Rising Star in Experiential Marketing

The award given to Jegede is a testament to his significant contributions to the marketing landscape. As the MD of iMinnd, a company renowned for its dynamic and impactful marketing strategies, he has been instrumental in creating immersive brand experiences that resonate with consumers on a deeper level.

Innovative Campaigns and Strategies

His innovative approach to experiential marketing has been a key driver of his success. His campaigns are characterized by their creativity, strategic insight, and ability to connect with audiences in meaningful ways. One of his outstanding achievements was the conceptualization and execution of a groundbreaking campaign that used augmented reality (AR) to enhance consumer engagement. Under his leadership, iMinnd has also pioneered the use of data-driven insights to tailor marketing

strategies. By leveraging advanced analytics, the company has been able to create highly personalized campaigns that address the specific needs and preferences of different consumer segments. This approach has led to increased brand loyalty and higher engagement rates, reinforcing iMinnd's position as a leader in experiential marketing.

A Vision for the Future

Jegede's vision for the future of experiential marketing is centered on continued innovation and adaptability. He is committed to exploring new technologies and methodologies to keep pace with evolving consumer expectations. His forward-thinking approach includes integrating emerging technologies, such as virtual reality (VR) and artificial intelligence (AI) into marketing campaigns, further enhancing the depth and impact of brand interactions. His leadership is also characterized by a focus on fostering talent and collaboration within the marketing industry. He actively supports initiatives that encourage young marketers to explore creative and unconventional approaches, contributing to the growth and diversification of the industry.

Impact on the Industry

The Young Experiential Marketer of the Year award did not only acknowledge his individual achievements but also highlighted the broader impact of his work on the marketing industry in Nigeria. His innovative campaigns and strategic insights have influenced how brands approach consumer engagement, setting a high bar for excellence in experiential marketing.

By pushing the boundaries of what is possible in marketing, he has inspired other professionals in the industry to embrace creativity and innovation. His success serves as a reminder of the transformative power of experiential marketing in building strong, lasting connections between brands and their audiences. His recognition as the Young Experiential Marketer of the Year is a well-deserved honor that celebrates his outstanding contributions to the field. His innovative approach, strategic vision, and commitment to excellence have established him as a leading figure in experiential marketing. As he continues to drive the industry forward, his work will undoubtedly leave a lasting impact on how brands engage with consumers in Nigeria and beyond.



THE INDUSTRY
NEWSPAPER

PRESENTS

THE INDUSTRY WOMEN CONFERENCE 2.0

Theme:

**Tools NIGERIAN WOMEN Need
To COMPETE & SUCCEED**

Date: Friday, 13 December, 2024 **Time:** 11:00 AM

Venue: CIBN House, Adeola Hopewell Street, Victoria Island, Lagos



**HIS EXCELLENCY
Bola Ahmed Tinubu**
President of the Federal Republic of Nigeria,



**HIS EXCELLENCY
Babajide Sanwo-Olu**
Governor of Lagos



Gboyega Akosile
Special Adviser to the Governor
on Media and Publicity



O'tega Ogra
Senior Special Assistant
on Digital/New Media



Mr. Goddie Ofose
The Industry Women
Conference
(CONVENER)



Mrs. Alero Ladipo
Group Head, Marketing
& Corporate Communications
UBA Group
(CHAIR)



Dr. Felix King Eiremiokgae
President, Felix King Foundation
(CO-CHAIR)



Mrs. Abiodun Olubitan
Group Head, Women Banking,
Access Bank
(GUEST SPEAKER)



Mrs. Mabel Adeteye,
Group Head, Brands & Marketing
Communications, Wema Bank
(KEYNOTE SPEAKER)

Partners:



THE INDUSTRY WOMEN:

Agenda for gender equality, inclusivity and capacity building

For long, African women were widely excluded from vital decision-making bodies, and flagrantly denied access to capacity building mechanisms and empowerment opportunities. Even in the, not so distant, past, they were considered not worthy of sound formal education. They were expected to be married off just at puberty. This past and continued traditional exposure to gender inequality continues to haunt African women, even the very industrious lot among them.

Like in the ancient days of self-help palm oil mills to the era of Small and Medium-sized Enterprises (SME) women in Nigeria, and their counterparts in the entire African continent are still subject to socio-cultural limitations, like having difficulty accessing funds to scale up their businesses. This is usually due to poverty and lack of policies deliberately designed to engage and empower them.

With the persisting gender inequality and the lack of policies deliberately designed to bridge the inequity, women stakeholders in industry are of the view that purposeful policy shift to enable women owned businesses overcome the barriers impeding their flying high and far in the entrepreneurial space is the veritable way forward.

Director of Operations (DO), Women Chamber of Commerce, Industry, Mines and Agriculture (WCCIMA), Weyinmi Eribo said "It starts with recognizing the fact that inclusion is required, and that's just because some people have been excluded. Inclusion is understanding that barriers are there, challenges are there, but how do we intentionally break those barriers and overcome those challenges". She added that "When we talk about inclusive programs, it is all about how we intentionally drive structuring programs and supports that reach these women entrepreneurs where they are. You cannot continue to have women programs without inclusiveness in how you design and execute them. You must recognize women entrepreneurs where they are".

And "The reality of a woman in the rural areas and the

reality of the women in the urban areas are different. The reality of a woman who has education and one that doesn't are different. So, we must be intentional about strategizing around those barriers that we actually see. And those are the ones that we actually see, there are others that are subconscious and if you are not conscious in your design you will miss them." In addition, she said, "Inclusion is really a great idea, honoring the fact that these barriers exist and intentionally designing programs to overcome them. The women that need these supports must be able to get them where they are. Whatever we are doing in reaching out, we must ensure that we are actually speaking to the people that need the help," Eribo stated.

While speaking on entrepreneurship gender divide in the Nigeria, as compared to what obtains in some other parts of the world, Natural Consultant, Private Sector Partnership, United Nation Women, Hansatu Adegbite said, "Firstly, Nigeria has the highest percentage of female owned businesses in the world. It stands at around 43 percent, with about 23 million female entrepreneurs."

However, Adegbite added that "The only challenge is that most of these enterprises are formed based on the concept of micro and smaller businesses. Though we have the largest earning in terms of their contribution to the GDP and in the area of their wealth creation, it is definitely not as significant as in support that we have on the global plane about female owned businesses. There are lots of female owned businesses that make billions upon billions worldwide. And, of course, we look at some cosmetic and fashioning companies and we see that the percentage which they contribute is in trillions. It is very high, but here it may not be very high but shows they have a population."

Apart from women entrepreneurs, Adegbite made a case for people living with determinations (disabilities) within Nigeria. According to her, they are also excluded from the economic space of the country, saying that accessing funds to grow their businesses is also hard for

them. "We are looking at businesses most of which couldn't get funds from financial institutions here. We have done a lot of research and so many of them are clustered in the rural communities and there is a lot of restructuring for their businesses." She concluded that to make Nigeria a rich field of opportunities, capacity building and knowledge sharing must be prominently tapped into.

On what can be done to bridge gender gap in Nigeria, with over 40 percent business opportunities for women, and with their population of almost 49 to 50 percent of the country, the Executive Director, MTN Foundation, Odunayo Sanya, said, "It is important to focus on women. I believe that more can be done. And I think it's important to examine how we are dealing with female businesses, and how we are creating policies that enable them."

Odunayo recalled that in 2021 a research was done after COVID-19 "we realized that with the only unprecedented capitalist financing operated globally only 2 percent of female businesses got funding." "What are the policies? We put the numbers on the table. The GDP can grow by this percent per capital and all of that but people in the development sector need to wake up and put subtle pressure on the government. How can our policies enable women to access loans with reduced interest rates, that is, making it easier for women to access the funds, she queried.

Again, like Adegbite, Odunayo wrapped it up harping on capacity building, "I believe that capacity building is very important. It is more important than the funds because, if I am enabled, I can search and access funding by myself. Without capacity, just the availability of funds may not still grow the businesses. So, we need to build capacity and then match it with the funding. So, we must constantly create and design programs that target people with determination and women. It is very important."

The Industry Newspaper rating: Meet the Top 50 Industry women in Nigeria who made social impact in 2024 in different fields of the economy.

Ifeoluwa Obafemi: Digital transformation trailblazer and purpose-driven leader

With nearly two decades of experience driven commercial excellence in Fast Moving Consumer Goods (FCMG), Ifeoluwa Esther Obafemi has distinguished herself as an accomplished business leader and digital transformation strategist of note. Currently, the Head of Digital Transformation and Media, FrieslandCampina WAMCO, Ifeoluwa has led transformative initiatives across 44 countries in Sub-Saharan Africa, delivering exceptional results in marketing, media, consumer experience/engagement and digital transformation.

A Fellow of the National Institute of Marketing of Nigeria (FNIMN) and the Institute of Management Consultants (FIMC), her expertise spreads across strategic planning, digital transformation, and people development. She is recognized among Africa's Top 45 Most Influential Women in Digital Transformation and Nigeria's Top 50 Women in Marketing and Communications.

Her career journey has been a pleasant reflection of a blend of academic brilliance and industry impact, spiced with a B.Sc. in Biochemistry, an MBA, and executive education from other world-class institutions. Beyond corporate success, through her Business and Leadership Series, she mentors professionals globally. And, as Deputy Chair, Motherhood Nigeria Initiative, she is also an advocate of better and improved maternal and child health.

Ifeoluwa is a passionate leader, and a published author. She has written three books. She is married to Ayobami Obafemi, her steadfast partner in life and purpose. Their union is blessed with wonderful children. Her sterling story of success is a testament to excellence, resilience, and the power of purpose in transforming lives and businesses as a formidable captain in her chosen career.





Tosin Adefeko's bold signature in growing brands and making experiences count

A prominent player as a corporate executive and entrepreneur, Tosin Adefeko with no fewer than 25 years multi-sectoral experience has led and delivered outstanding business results in financial services, print/broadcast media and marketing communications industries.

Founder/Chief Executive Officer (CEO), AT3 Resources – The MUVMT Agency, an award-winning brand growth agency that focused on designing communications and creating movements that elevate brand experiences.

AT3 Resources is a professional pool of multi-disciplinary communication consultants and go-to specialists for creative storytelling, strategic communications and media interventions. It has on its clients' list big brands like global corporates, local conglomerates and influential private players. In its characteristic professional masterstroke, it launched MUVMT as its creative hub for some multiverse brand experience platforms – Muvmt Studio, Muvmt Experience and Muvmt Reports.

As a Team Lead at AT3, she has, in the last decade, dedicated

her work life to helping brands thrive in the 'always on' world, living indelible prints on iconic brands like META, Network International, Coca-Cola, Procter and Gamble, Guinness, Microsoft/Nokia, NIBSS, Etisalat, British Airways, Ford, Radisson Blu, OLAM, CFM among many others too numerous to mention.

Her success story got her enlisted as one of the 'Top 50 women in Marketing Communications' by Brand Communicator for two consecutive years and one of the 'Top 100 Leading Ladies in Africa'. She was honored as the 'Outstanding PR Personality of the Year' by Marketing Edge 2023 and one of 'The Top 50 Industry Women Change Makers' by The Industry in 2023.

She was recently appointed member of the 2024 Jury for the International Public Relations Association (IPRA) Golden World Awards. She was also recently appointed a LAIF 2024 Juror, a member of the Nigerian Institute of Public Relations, International Public Relations Association, Chartered Institute of Public Relations UK and Institute of Directors, Nigeria.

She is dogged, focused and resolute in pursuit of her goals. She is married to Ade with three lovely kids.

Agnes Ailuelohia:

Excellent communication guru with operational acumen

The Chief Operating Officer/General Manager, First Katalyst Marketing Ltd, Agnes Ailuelohia, is a seasoned marketing communications practitioner and passionate brand builder, with two decades experience in Marketing Communications and Brand Management. First Katalyst Marketing Ltd is an agency at the forefront of driving innovative marketing communications. It is courageous and consumer-centric. Its hallmark is in solutions providing excellent services.

Ailuelohia has a passion for driving excellence and creating best in class executions across the agency's portfolio of accounts. Her operational acumen and exceptional leadership skills along with her tireless team of skilled professionals have prominently positioned First Katalyst as the recipient of several marketing awards, like the Most Outstanding BTL Agency of the Year and Outstanding Experiential Agency of the Year among others.

With an experience that spans brand marketing, project management, trade marketing and product innovation, she started her career as an Account Executive with Bates Cosse, where she was responsible for the growth of brands like Benson & Hedges and instrumental to the launch of Nescafe-3-in-one. She spent over a decade in British American Tobacco Nigeria as the brand's marketing skills and development manager.

She had her touch of excellence in the successful launch of Pall Mall, BAT Migration Strategy, and portfolio project

implementations, like Pay Correct campaign for BAT Nigeria to drive recommended retail price, while strengthening the partnership between BAT and its Agency of Record. As Rothmans Brand Manager, she drove the launch of the Rothmans Limited Edition Pack and ensured an overall growth in the brand's performance index.

Since joining the team at First Katalyst Marketing, she has continued with her winning streaks, which has been instrumental in the year-on-year organic growth of the agency, while driving new businesses, and recorded no fewer than ten major new clients. Through her strategic thinking, she is instrumental to the extension of the agency's footprints to other parts of West Africa, like Accra, Ghana.

Her passion for mentoring influenced her membership of the WIMCA group sharing ideas and learnings as a way of distilling her knowledge and leadership to the younger generation of women marketing professionals.

Agnes holds a B.Sc. in Mass Communication from the University of Lagos and a Master's degree in Public Relations and Advertising. She is an active member of Experiential Marketers Association of Nigeria (Exman) and an Associate member of the Chartered Institute of Marketing.

The Marketing Conclave' in conjunction with Brand Communicator, an event created to discuss ideas relating to marketing organised to commemorate the 10th anniversary of First Katalyst Marketing in giving back to the industry.



Mojirayo Folarin-Lawal, A dogged advocate for women empowerment



Head, Funding and Partnerships, Lagos State Employment Trust Fund (LSETF), Mojirayo Folarin-Lawal, is a seasoned professional with over 12-year experience in banking, fintech and social impact. With expertise across client management, gender banking, SME finance, product management, public-private partnerships, digital innovation, and social impact funding, she is deeply committed to digital transformation, women and youth empowerment, and impactful missions. No doubt, this impressive dossier made her a valuable contributor and leader in business management, social impact and development, while touching lives and helping growing businesses.

She holds a Master's degree in Marketing and Business Strategy and a certificate in Small and Medium-Scaled Enterprises (SME) Finance. Prior to joining LSETF, she was the Vice President, Partnerships & Integrations, a technology company specializing in Artificial Intelligence (AI) solutions for the financial services sector. She spearheaded partnerships and redefined customer journey experience on unparalleled efficiency by implementing risk mitigation tools specifically tailored for financial institutions. At LSETF, an agency dedicated to job creation, entrepreneurial empowerment and advocacy for sustainable development goals, her role was to establish strategic partnerships that drive fundraising for impactful programs and manage stakeholders to ensure expectations are met and mutual goals achieved.

She is a solution driven leader with proven results in market and customer acquisition, customer retention, digital transformation through technology aimed at rapidly propelling organizations to the next level of growth and success. She has over 13 years of

experiences and accomplishments spanning multiple roles in different capacities that cuts across Commercial banks, MFBs, FinTech and PropTech; from B2B to B2C - Customer Service and CRM, Client and Account Management, Gender Financial Inclusion, Risk & Liabilities Product Management, Credit Writing and Analysis, Private-Public Partnerships, Digital and Strategic Partnerships.

She has mobilized and managed over \$200 million in liabilities and risk portfolio and institutional guarantee support over the past 13 years. As a highly result-driven individual, she is committed to leading and supporting teams, taking responsibilities, and delivering organizational results within the shortest possible time.

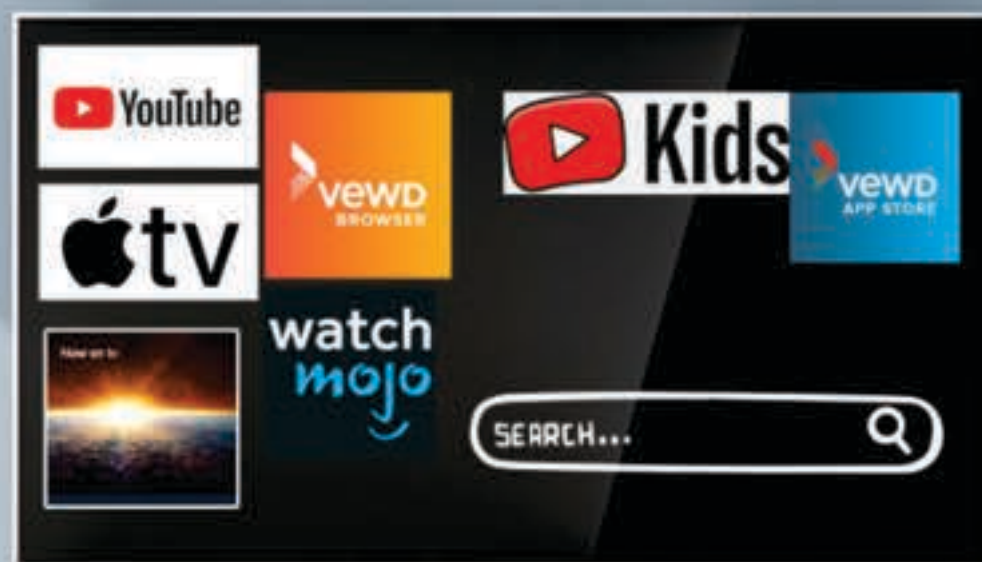
According to her, "I have been involved in projects and trainings that spans across Finance, Credit and Risk, Analysis, Account and Portfolio Management, Investment and Business Development and Women Financial Inclusion, and Digital Transformations."

She was nominated for the top 100 Career Women in Africa 2024 for creating social impact, impact funding, stakeholders' management, global partnerships executive, customer success, and gender and youth advocacy.

An ambitious global fintech independent contractor with advanced expertise and skill in brokering B2B partnerships between Financial Institutions and Fintechs to aid digital transformations through AI and technology; and B2C partnerships in building products from ideation to deployment and market-go-to strategy to drive market stimulation and acquisition.



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Chinwendu Ohakpougwu: A visionary brand builder and classic marketing communications leader

An award-winning marketing, public relations, and corporate communications professional, Chinwendu Ohakpougwu has made her marks, with her very impressive dossier, in her career spanning 8 years of excellently building brands in an exemplary marketing communications way. While driving impactful strategies, building strong brands and delivering measurable results with a proven track record of excellence, she emerged a transformative leader in shaping narratives, managing crises and positioning organizations for sustainable growth.

At TrustBanc Holdings, where she demonstrated her rare mastery of the trade as a strategic visionary brand builder, she established the marketing and communications department from the ground up, shaping the brand identity and implementing strategic campaigns that resonated with stakeholders. Her leadership fostered a positive, inclusive and high-performing organizational culture.

She redefined the corporate outlook of DLM Capital Group, shifting the focus from founder-led branding to showcasing its diverse executive expertise. She spearheaded the launch of the Sofri app, with minimal marketing spending, achieving widespread awareness, positive sentiment and measurable sales growth for the Group.

As a versatile marketing communications expert, she has

variegated experience that cut across financial services, technology and entertainment sectors. As a Communications Executive at Hill+Knowlton Strategies, she provided strategic visibility for global brands like Visa, Standard Chartered and Canon; and Nigerian icons such as FBNQuest and Coronation Merchant Bank. While she was the Corporate Communications Officer at Renmoney, she enhanced the brand's executive visibility, developed robust communications strategies, and launch innovative initiatives, such as the company's first hackathon.

Her versatility enabled her to register her professional marks beyond corporate boardroom, as a crisis manager, reconstructing image and reconnecting brands to their target audience. Her public relations expertise helped Chimamanda Ngozi Adichie to reconnect with the Nigerian audience through culturally resonant campaigns and strategic stakeholder engagements. She has also managed crisis communications effectively for high-stakes situations, as ensuring that DLM Capital Group, as a brand, sustained its credibility and trust.

Her professional prowess and rare mastery of her art earned her global recognition. She made PR Power List 2024 honorees by GLG Communications, and was named one of the Top 35 Under-35 Marketing Communications Professionals in Nigeria by BrandComms Awards. Beyond a communicator, she is a catalyst for transformation and a trailblazer in her field.



Bidemi Zakariyau Akande: PR Icon and Incredible Talent Groom

Founder and Team Lead, LSF PR, Bidemi Zakariyau Akande, is an iconic Public Relations professional who has dedicated her wealth of experience to grooming young talents to reach the pinnacle of their career. She chairs the LSF career development program, working directly with undergraduates and entry level jobs seekers to sharpen their skills and make them employable or forge an entrepreneurial path.

LSF PR is an international PR agency with core competencies in corporate communications, financial, technology, and consumer brands. As a Team Lead, Akande has grown the agency from being one of the fastest growing PR agencies in Nigeria to expanding its offerings across Sub-Saharan Africa and the United Kingdom.

With over 10-year experience at agency leadership level, she has shown a passion for strategic excellence and communications effectiveness in her role at LSF, while unlocking success and growth for clients through work that matters. She is a fierce

advocate for women empowerment. She is the leader of 'mentor me', a mentorship program for women covering entrepreneurship, financial literacy and mental health.

She's listed as an innovator in communications on Provoke Media's 8th Innovator 25 EMEA list, an annual initiative that features remarkable innovators who are addressing the industry's challenges with ingenuity and creativity to make meaningful and lasting change. She has been named one of the Top 50 PR Professionals in Nigeria and Top 50 women in Marketing and Communications, a three-time SABRE Awards jury member – the world's largest PR awards program dedicated to benchmarking the best PR work from across the globe.

In 2018, Bidemi was listed on Forbes Africa's annual 30 under-30 Business Category. Presently, she sits on the board of Rele, a leading art gallery focused on exporting local African talent to the rest of the world with locations in Lagos, London and Los Angeles.



Bisi Sotunde: Pragmatic international event planner, leader and influencer

The Managing Director, BusyBee Events, Bisi Sotunde, is a pragmatic event planner of international repute, thought leader and influencer. Also known as BusyBee, Bisi is the convener of the BusyBee Event Business Summit, one of Africa's largest conferences established since 2017 to foster sound entrepreneurial practices among event professionals. She sits at the helm of affairs of BusyBee Events, a leading destination events Management Company based in Lagos, Nigeria. BusyBee prides itself as an unrivalled go-to-provider of personal event services to its clientele across the globe.

Its expertise lies in curating bespoke destination events from weddings to milestone celebrations; and from conferences to exhibitions. Having successfully planned and managed several high-profile events for over 15 years, as a brand, it stands out as a force to be reckoned with in the Nigerian events management industry.

An award winning international events planner, thought leader and influencer, Bisi is not only planning events, she also travels and

explores the beautiful cities around the world. She has ably represented Nigeria and Africa in numerous wedding conferences and leadership retreats. One of these was an all-expense paid trip to the Abu Dhabi Wedding Show held in September 2023, an initiative of the Abu Dhabi Convention and Exhibition Bureau. Earlier, in January 2023, she led a team of 20 Nigerian Destination Wedding Planners to an all-expense paid trip for the Dubai Global Wedding Excellence Retreat (GWE), an initiative of the Dubai Economy and Tourism.

She has won several awards for her impact and contributions to the growth of the wedding industry, such as, Event Planner of the Year 2023, Top 30 Female Leaders who have shaped the Nigerian Event Industry among others. She leads the Well-Watered Garden Tribe Nation (WWGT), a thriving community that promotes collaborations, networking and business support. The community has an active membership of over 350 event professionals across Nigeria and the Diaspora.



Oluwatoyin Nnodi: Impressive records of a corporate marketing expert

Marketing Director, Chivita/Hollandia (CHI Limited), Mrs. Oluwatoyin Nnodi, is a Senior Marketing and Corporate Communications professional with over a 20-year working experience garnered from various sectors and industries, including Information Technology, Food and Beverages, FMCG, and Marketing Communication Agency. She is an erudite professional whose proficiency continues to pave ways for her in the wilderness of marketing and corporate communications sector.

Chivita Hollandia, 100% owned by the Coca-Cola company, Nnodi has over the years achieved success in building and growing many global, regional and local brands, including Coca-Cola, Fanta, Sprite, Chivita, Hollandia, 5Alive,

Schweppes, Eva Water, Limca, McVitie's, Minute Maid, Nestle Maggi and Visa among others.

Having gained a broad-spectrum of experience working in various markets, including Nigeria, West Africa and East Africa, she is a business leader with a successful track record of delivering consistent and sustainable business results, while superlatively achieving high individual and team performance.

She is widely skilled in consumer marketing, brand management, digital marketing, brand advertising, new product developments and launches, corporate communications, strategic business planning, data analysis and reporting, consulting and training.





Comfort Obot Nwankwo: A seasoned PR expert, sports administrator and entrepreneur

A renowned expert in Signage Consulting, Corporate Branding, Promotions and Event Management, Comfort Obot Nwankwo has established herself as a trailblazer in the marketing communication landscape. The Managing Director/Chief Executive Officer (MD/CEO), Cicom International Limited, Nwankwo, parades strategic vision and wealth of experience instrumental in shaping the industry.

Her leadership roles as a seasoned public relations expert, sports administrator and entrepreneur have occasioned tremendous leap in the industry to the admiration of all stakeholders. She is the Chairman, Nigerian Institute of Public Relations (NIPR), Lagos chapter; Secretary General, Nigerian Triathlon Union; President, Nigerian Zorkhaneh Sports Association; Treasurer, African Zorkhaneh Sport Confederation; Honorary Member, Association for International Sports for All (TAFISA); former two-term of 8

years Vice President, TAFISA.

She attended School of Accountancy and Business Studies, Uyo; Business Education and Examination Council (BEEC), University of Nigeria, Nsukka; She is pursuing MSc in Marketing/Public Relations. She has travelled to over 70 countries across all continents. She has successfully carved a niche for herself as an event management expert, having expertise and requisite knowledge in writing, networking, dancing, farming and travelling.

She is a highly respected public relations expert, sports administrator and entrepreneur with a proven track record of excellence. And her leadership roles, professional affiliations and international experience make her a sought-after in her chosen field.

Omolara Banjoko: Dynamics of result-oriented marketing manager

Omolara Banjoko is the Marketing Manager at FrieslandCampina WAMCO, a leading Nigerian dairy company. In her role, Omolara is responsible for brand strategy development, portfolio management and execution in the Nigerian market. With experience across various categories – ranging from personal care and NGOs to food and beverage, she has successfully led diverse teams to deliver product launches and integrated brand campaigns.

She is a result-oriented marketing manager with a proven track record of driving business growth while delighting consumers across multiple product categories, brings a wealth of experience to both small and large brands, crafting strategies that fuel their expansion through portfolio innovation, brand communication and channel development.

She got her master's degree in Environmental and Energy Engineering from the University of Sheffield in the United Kingdom, and a bachelor's degree in Chemical Engineering from the University of Lagos, Nigeria, and a certification in Marketing, Analytics, Digital Media and Plant based Nutrition.

She began her career at the British Council, Lagos, where she worked as a communications assistant. She later joined PZ Cussons Nigeria Plc, where she spearheaded brand strategy development for iconic brands like Carex and Imperial Leather. Her expertise spans marketing strategy, brand positioning, digital and traditional marketing, consumer insights, team leadership, revenue growth management, competitive analysis, customer targeting, marketing materials development, financial analysis and project management.



Abiodun Olubitan: In defense of women banking



The Group Head, W Initiative, Access Bank Plc, Abiodun Olubitan, is, by career and passion, dedicated to empowering women to scale up their businesses, easing their access to loans and the required training to grow their enterprises. Olubitan is an ardent advocate for women empowerment and has graced many global platforms sharing her views on women advocacy. She holds a degree in Engineering with certifications in Banking, Design Thinking and Public Speaking. She is very passionate about bridging the economic gap for women in Africa.

W Initiative - an Access Bank idea of driving the growth of women-owned businesses across Nigeria and Sub Saharan Africa through its Women Banking wing - provides a veritable tool for her to ventilate her passion for empowering women, while flying high as a banking hall queen. As the Team Lead commissioned by the Access Bank, she is responsible for understanding Africa's gender

landscape and women's needs, building sustainable strategies for women's economic empowerment and implementing these financial and lifestyle focused initiatives in line with ethical banking practices.

Making a huge success of this crucial, yet, very essential mandate, she has, so far, contributed immensely to the financial inclusiveness of millions of women. Armed with the W Initiative, she ensured growth for thousands of women-owned businesses through opportunities for financing, capacity building and accessing new markets. With her as the head of the gender desk, W Initiative grossed several awards both locally and internationally for the people-centred Access Bank.

With over 20-year-chartered banking career that cuts across retail, commercial and private banking, Abiodun Olubitan has gathered valuable experience in relationship management, strategy, impact assessment, financial inclusion, marketing and business development.

Chioma Otisi-Igwe: Building brand equity and driving business growth

With over a decade experience in driving business growth and building brand equity within the beverage and dairy industry, the Marketing Manager, Three Crowns Milk, Chioma Igwe, has registered her remarkable professional presence as a marketing communications expert. Igwe holds a bachelor's degree in Marketing from the University of Huddersfield, United Kingdom, and a Master of Science (MSc) in International Marketing from the University of Birmingham, United Kingdom.

An active member of the National Institute of Marketing of Nigeria (NIMN), she is known for her strategic approach; consistently transforming complex marketing challenges into clear, actionable solutions that resonate with both the consumers and the business stakeholders.

Her professional journey began as a marketing intern at the Nigerian Breweries Plc, during her National Youth Service Corps (NYSC) program, and in 2016 she joined FrieslandCampina WAMCO as a management trainee, a move that marked a significant turning point in her career.

The management trainee position enabled her to explore multiple facets of commercial operations while collaborating with diverse stakeholders and third-party agencies to situate her career as a reputable marketing communications professional.

Upon completion of the management trainee program, she advanced to the role of

Junior Brand Manager. As her career progressed, she took on more leadership responsibilities, managing cross-functional teams and leading innovative marketing campaigns. Her strategic vision and dedication to excellence led to the successful launch of innovative product extensions and the revitalization of existing ones, while aligning Three Crowns' offerings with evolving consumer preferences and market demands.

In her current role as Marketing Manager, Three Crowns Milk, she has significantly contributed to fostering a strong emotional connection with consumers, especially mothers. Three Crowns is the first dairy brand in Nigeria to champion mothers, recognizing their essential role in the family. Understanding that the well-being of caregivers directly impacts the families they nurture, Chioma has led initiatives designed to encourage mothers to eat well and live healthily – ultimately promoting happier and healthier families.

Under her watch, Three Crowns implemented consumer-centric campaigns that recognizes mothers as the heart of the Home, emphasizing health, wellness, and nutrition to further reinforce the position of the brand as a healthy choice for families. Her creative and strategic direction continues to inspire and drive impactful growth in an ultra-competitive market, ensuring that Three Crowns remains a trusted brand devoted to care for mums, promoting wellness and fostering family bonds.



Mabel Adeteye: Astute PR icon and exceptional brand communicator

An official member of the Forbes Communications Council, and the Head, Brands and Marketing Communications, Wema Bank, Mabel Adeteye, is an exceptional brand communications expert with specialization in strategic communication, brand management and public relations. With an impressive 15-year experience, she has excelled in various areas, like strategy, marketing communication, brand and product management, digital media marketing, events planning and management, Corporate Social Responsibility (CSR) and sustainability.

Over the years, she showcased her extensive knowledge, expertise, and professional judgment in the management of numerous high-profile communications initiatives for both local and international brands. Her notable portfolios include successful corporate restructurings, product introductions, market rollouts, international crisis communications responses and management,

B2B and B2C communications, corporate social responsibility, sustainability campaigns, media relations and perception management.

Mabel is a member of the Chartered Institute of Public Relations (CIPR), UK; Nigerian Institute of Public Relations (NIPR), and Digital Marketing, Integrated Communications and Marketing from the Chartered Institute of Marketing (CIM), UK. She is also a member of the world's largest and most influential PR and Communications body – the Public Relations and Communications Association (PRCA), UK.

She is an alumnus of the Department of Business Administration, Babcock University, Ahmadu Bello University and the Lagos Business School. She is also a certified Advanced Branding expert, with numerous digital certifications with Google, such as, digital Sales Certification, YouTube Channel Growth, and Campaign Manager Certification among others.



Maureen Omi Ifada: Deploying excellent communication to deliver profitable growth



The Marketing Director, FrieslandCampina WAMCO Nigeria Plc, Maureen Omi Ifada is a multi-skilled professional business manager with a strong technical background in Marketing and Sales. She has excellent communication and people skills with a knack for organizational strategy, trained eye for business development and passion for competitive ideas. She is very keen at continually embracing new challenges, and eager to acquire new experiences that will ultimately deliver profitable growth.

Ifada began her career with FrieslandCampina WAMCO in 2003, working with the Consumer Marketing Department as a Management Trainee and then, rose through the ranks to become the Senior Brand Manager for Three Crowns Milk, and later, the Marketing Manager for Peak Milk - Nigeria's number-one dairy brand. Her responsibilities include portfolio and brand strategy development and execution, profit and loss (P&L) and Advert and Promotion (A&P) management, and the brand lead for integrated communication strategy from conception, production and execution.

She moved to Customer Development and Shopper Marketing (CDSM) Department in 2019 as Head, Shopper Marketing Modern Trade and E-Commerce, Alternative Trade Business and Food Service Professionals to broaden her commercial acumen. Here, she has the responsibility to develop shopper marketing strategy and implement fit for purpose activities to drive retail and shopper conversion along path to purchase (P2P).

In January 2022, she took on the role of Head, Channel and Category Development, FrieslandCampina Sub-Saharan Africa Cluster, where she has

key responsibilities of conceptualizing and drafting the overall channel and category strategies; strategic partnership to support customer sell in and drive retail conversion; translation of strategic brand plans into winning channel initiatives; and visibility strategy to drive product presence, relevance and prominence at point of purchase (POP) across all channels.

In her current position, as the Marketing Director, she has the responsibilities to conceptualize and implement marketing strategies and plans in alignment with business objectives, while leading the overall brand's financial planning, developing plans and forecasts that drive profitable growth for the brands. Her responsibilities also include managing and reviewing the marketing budget to allocate resources effectively and ensure optimal ROI on marketing investments, while she is responsible for building a high-performing marketing team and ensuring effective coordination with other departments to align marketing efforts with overall business activities.

She got a bachelor of science (B.Sc.) in Business Administration from Ambrose Alli University, Ekpoma, Edo State in 2001 and a master's degree in Business Administration (MBA) from Edinburgh Business School, Herriot-Watt University, United Kingdom in 2014. She also has a Professional Diploma in Marketing (MCIM). She is a 2024 Fellow of the National Institute of Marketing of Nigeria (FNIMN), Chartered Institute of Marketing (CIM), United Kingdom.

Maureen Omi Ifada is an avid lover of family, who enjoys music, travelling and reading.

Bridget Oyefeso-Odusami: A marketing professional with some touch of excellence

The Head, Brand and Marketing, Stanbic IBTC Holdings PLC, Bridget Oyefeso-Odusami is a multi-faceted marketing professional with more than 25 years of global experience in brand strategy, sponsorships, digital marketing, data analytics, public relations, and all communications elements. She has a proven track record in running internal and external corporate communications and product Integrated Marketing Campaigns (IMC) across various countries and sectors, including aviation, financial services, and non-governmental organizations.

She holds a Bachelor of Science (BSc) degree in Botany from Lagos State University and a postgraduate degree from the University of Leicester, UK. Her professional affiliations include Fellow of the Nigerian Institute of Marketing (NIMN), member of the Advertising Regulatory Council of Nigeria (ARCON), the Chartered Institute of Marketing (CIM), UK, associate member of the Nigerian Institute of Public Relations (NIPR), associate member of the African Public Relations Association (APRA), ex 2nd vice president for ADVAN (Advertisers Association of Nigeria), ex ACAMB (Association of Corporate Affairs Managers of Banks), exco member, and a member of WIMBIZ (Women in Business and Management).

Stanbic IBTC Asset Management Limited appointed her a Non-Executive Director in 2020. She is also on the board of several NGOs and small businesses. She has also participated in various global business, economic summits and attended courses at MIT, INSEAD, Kellogg Northwestern and London School of Business, Finance and Lagos Business School.

Her achievements during her career include winning the 2018 Standard Bank Marketing Mark of Excellence award, and being named one of the 50 leading ladies in Corporate Nigeria in 2020 by Leading Ladies Africa. She received the Marketing Edge's Outstanding Corporate Communications Personality of the year award in 2020, and the Corporate Communications Professional of the year (Financial Services) at the 2021 Brandcom award. In 2022, Bridget made the GLG Communications Top 50 PR and Communications power list in Nigeria and also received an award as an Industry Impact Influencer for Brand and Marketing at the Industry Summit and Awards event.

In previous years, she had received the highest ratings for creativity, innovation, and dedication for functional responsibilities at British Airways Plc and the best of British Airways community volunteering award. She effectively managed the British Airways Plc brand, corporate image, and reputation through sponsorships in Nigeria, Tanzania, Kenya, Nigeria, Ghana, Zambia, Mauritius, and Uganda between 1998 and 2008.

Most recently, she was named as one of the Top 50 Most Influential Women in Marketing and Communications by WIMCA (Women in Marketing and Communications Awards). She is the author of "Dis WK" devotional, a weekly devotional broadcast across social media platforms. To commemorate her five decades on earth, she published her first memoir titled 'Built for the Storm' – journeying through life's wounds, healing, and scars. She spends her free time volunteering and impacting individuals and communities.

She is married to Adewale, and together they have two adult sons.



Mary Ephraim-Egbas: Ace cultural ambassador driving investment to film

The President, Homelands Films, Mary Ephraim-Egbas, is a distinguished leader in Africa's film industry, renowned for her transformative impact and extensive expertise spanning over two decades. She has represented iconic Hollywood studios including 20th Century Fox, Warner Bros, and Disney Pictures, solidifying her reputation in film distribution, marketing, and event management.

She spearheaded the successful distribution of influential Hollywood and Nollywood titles across Africa and beyond. Her leadership extends to the Film Distribution Association of Nigeria, where she plays a pivotal role in shaping industry standards and policies, as secretary.

Beyond her professional achievements, Mary is celebrated for her role in organizing major cultural events, such as the Carnival Calabar and Festivals, managing significant political campaigns through her firm, Okhama Global. Her commitment to advancing Africa's creative industries is exemplified by her stewardship of the Africa Film Finance Forum, a critical platform for advancing innovative financing strategies and enhancing film distribution technologies continent-wide.

Mary Ephraim-Egbas continues to inspire and drive the growth of Africa's film sector, leveraging her expertise and leadership to foster collaboration, innovation, and sustainable development within the industry.





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PLANTS

2,842
JOBS AT
THE SYSTEM

KEY DATA

N329B

VALUE ADDED SUPPORTED IN
THE ECONOMY ACROSS THE
VALUE CHAIN



90,500

JOBS CREATED ACROSS
THE VALUE CHAIN IN 2021



THE COCA-COLA SYSTEM
SUPPORTED A TOTAL OF
48,600 JOBS
FOR WOMEN



N136 BILLION
SPENT ON LOCAL
SOURCING IN 2021



N29 BILLION
PAID IN SALARIES
AND TAXES IN 5 YEARS



1 JOB

IN THE COCA-COLA
SYSTEM SUPPORTS
31 INDIRECT JOBS



779,041
OUTLETS IN 2021



N78 BILLION
TAX PAYMENT SUPPORTED
BY THE SYSTEM IN 5 YEARS



0.2%
GDP CONTRIBUTION
TO ANNUAL GDP

COMMUNITY INITIATIVE



2,300

WOMEN EMPOWERED



WOMEN'S
ECONOMIC
EMPOWERMENT
INITIATIVE



OVER 5,700

YOUTHS IMPACTED



N328 MILLION

SPENT ON COMMUNITY
INTERVENTIONS IN 2021





Oluseun Mudashiru: Data driven brand business Manager who masters her craft

The Brand Business Manager, Grand Oak Limited, Miss Oluseun Mudashiru, is an award-winning Brand Business Manager at Grand Oak Limited, where she has spent the last three years transforming two of Nigeria's most iconic brands: St. Lauren Sparkling Fruit Drink and Bacchus Tonic Wine. Her journey in brand management is defined by strategic innovation, bold creativity, and a relentless pursuit of excellence that consistently delivers impactful results.

In 2023, she led the re-launch of St. Lauren Sparkling Fruit Drink, a campaign that revitalized the brand's identity and solidified its place in the Nigerian market. The milestone achievement earned St. Lauren not only the Non-Alcoholic Wine Brand of the Year award but also additional Industry Award Recognition in 2024. Through campaigns like the widely celebrated "Your Spark in Every Milestone", she connected deeply with consumers, reinforcing the brand as a symbol of elegance and celebration.

Her current work with Bacchus Tonic Wine showcases her ability to lead transformative change. By crafting a fresh narrative that reflects vitality

and relevance, she has driven a remarkable 17% increase in market penetration in Northern Nigeria. This success underscores her capacity to align consumer insights with market trends to deliver sustainable growth and brand loyalty. These accomplishments have earned her a place among the Top 50 Industry Women in Nigeria and the prestigious Industry Change Maker Award 2024, a testament to her leadership, vision, and dedication to shaping Nigeria's marketing and branding landscape.

Her core expertise lies in brand strategy, product innovation, consumer insight mapping, and integrated marketing communications. To her, brand management is more than mere metrics. It's about building legacies that inspire; creating connections that matter; and shaping stories that resonate across generations. While looking ahead, Oluseun Mudashiru remains committed to pushing the boundaries of what's possible in brand management, inspiring others to do the same and paving the way for future change-makers in the marketing industry.

Ufuoma Ogeleka: Perfect Planner, Skilled Leader, Process Improver

Vice President, Commercial Operations, UAC Nigeria, Ufuoma Ogeleka, is a certified brand innovator, exceptional planner, skilled leader and committed process improver with impressive, versatile expertise in driving organizational growth, enhancing efficiency, and delivering exceptional customer experiences across board.

As Commercial Operations, UAC Nigeria, Ogeleka has a multi-tasking duty to advise the group on high-impact sales, marketing and customer service initiatives across the portfolio companies, while supporting revenue growth, market share expansion and brand development.

With years of experience across different industries of play spanning the hospitality sector, agricultural sector, FMCG and Consumer Electronics, she is a proficient strategic planner, with great team leadership skills geared at fostering a collaborative

work environment. She is quick, smart and good at identifying opportunities for process improvement.

Prior to her role as the Vice President, Commercial Operations, she was the General Manager, UAC Restaurants and Chief Marketing Officer, UACR, where she championed Mr Bigg's project Refresh that led to the successful opening of multiple store and the ongoing menu re-engineering projects among other business accomplishments.

He holds a Bachelor of Arts (BA) degree in English Language and a Master's degree in Public and International Affairs (MPIA) both from the University of Lagos. She is a certified Brand Innovator from The Orange Academy and also has quite a few certifications from the Lagos Business School.



Adebimpe Adebisi: Meticulous Retail Driver, Consumer-centric Focused Leader



The National Head, Retail Operations, Simba Den, retail division of Simba Group, is a retail executive with over 17 years of experience across telecommunications, corporate events, education and renewable energy overseeing strategy, execution and performance for all retail activities.

In the course of growing her impressive industry profile, Mrs. Adebisi has successfully led business growth and improved operations in various retail settings. Her leadership has helped expand retail locations, boost customer satisfaction and increase profits.

She is very passionate about creating engaging retail spaces that foster strong customer loyalty, and is well-known for her signature creative marketing strategies in strengthening brand visibility and increasing sales. She

has an in-depth understanding of market trends and customer behavior, which hugely helps her in developing strategies that adapt to changing needs and seize new opportunities.

Very skilled at building strong teams and promoting a supportive-collaborative work culture, she is dedicated to empowering women and children. She is involved in many initiatives that foster conducive learning environments that teach women the importance of being self-sufficient.

She holds an MBA from the University of South Wales, and she thrives in dynamic environments and consistently delivers results that drive long-term success.

Adesuwa Imasekha: Young, Bold, Vibrant Advocate of Women Empowerment

Adesuwa Tope Imasekha is the founder of Women Impacting Nigeria (WIN) Foundation. The foundation is a grassroots humanitarian organization aimed at reducing the gender gaps at exist in education, living conditions, economic empowerment and political participation. Imasekha founded the WIN Foundation at the age of 25. She is also a co-founder of Rising Generation. She is a young, bold and vibrant leader empowering youths, women and advocating for their inclusion and active participation in decision-making.

A visionary and innovative leader; a fierce advocate of gender equality; and a source of inspiration to women, she is a woman of extreme diligence and passion for serving humanity. With over a decade experience in development economics and finance, she effortlessly combined her strong ethical values with intuitive acumen to lead an organization known and renowned for its integrity, empathy and impact.

Since its inception, the WIN Foundation has impacted and supported over 800,000 women and girls across Nigeria and has

grown to become the largest network of female volunteers in West Africa. With her human capacity building prowess, WIN Foundation has been driven to becoming the leading humanitarian organization in the country and on African continent.

Imasekha has extensive experience in financial advisory, project finance, debt capital markets, gender studies, impact and gender lens investing across the energy, agriculture, technology and telecoms sectors. Her career journey has led her to merge her financial acumen with her passion for socioeconomic development. She is very dedicated to leveraging her diverse expertise to drive positive change and empowerment.

She has, over the years, developed a unique skill-set that allows her to tackle complex challenges and make meaningful impacts in the lives of women and girls. Career wise, she focuses on leveraging economic principles and technology to empower marginalized communities, with a particular emphasis on advancing women's rights and opportunities.



Oreoluwa Atinmo: Strategic Visionary Leader, Excellent Brand Driver

Marketing Director, GBfoods Nigeria, Oreoluwa Atinmo, is a seasoned marketing professional with a proven track record of success spanning diverse industries.

Before she assumed her new role, Oreoluwa served as the Regional Category Manager, GBfoods Africa, where she played a pivotal role in shaping the strategic vision, growth and profitability of the taste enhancers' category across 24 African countries, including Nigeria, Ghana, Algeria and Madagascar.

Due to her expertise, many sustainable innovations were launched, while driving brand and category growth – optimizing operational excellence. She has her professional footprints in diverse industries and companies, such as Shell Nigeria, Heineken, and GBfoods Africa. Notably, she made history as the first female Automation Engineer at Heineken Nigeria, leading automation projects and managing automated systems before transitioning into commercial

marketing roles obviously in alignment with her long-term vision of global leadership.

With a BEng in Electrical and Electronic Engineering from the University of Nottingham, graduating with First Class honors, and a Master's degree in Petroleum Engineering from Imperial College London, and a Global Executive MBA degree from IE Business School, Spain, she has a formidable academic foundation.

Beyond her professional endeavors, Oreoluwa is deeply passionate about nation-building and women's empowerment. As an active member of the WIMBIZ society in Africa, she remains committed to a relentless pursuit of excellence and a vision for positive change. She continues to inspire and lead in the marketing arena, shaping the future of business in Nigeria and beyond. She is happily married with two children.



Chidinma Nwankwo: Strategic Communication Trailblazer, Brand Manager, Business Leader



Head, Business and Chief Operating Officer, Quadrant MSL, Chidinma Nwankwo, leads with a clear vision, while ensuring operational excellence and profitability with strategic mindset and effective leadership that propelled her team to deliver exceptional results. While contributing significantly to the company's reputation as a leading player in the communications industry, she has worked with globally renowned brands such as Etisalat, Shell, SBC and Nestlé, where impactful results underscored her versatility and dedication to excellence.

A seasoned professional with over one decade of distinguished experience in the marketing communications industry, she is a testament to expertise in brand management, strategic communication and creating sustainable value for organizations. Remarkable for her dynamic and self-driven approach, she has consistently delivered transformative solutions that align with and exceed business goals.

An expertise in strategic communication and public relations, and proficiency in strategic communication and public relations is the cornerstone of her career. She possesses a nuanced understanding of both traditional and digital media landscapes, enabling her to craft

and implement impactful communication strategies that resonate with diverse audiences.

Her ability to integrate research, content creation and data analytics ensures the development of campaigns that are not only creative but also data-driven and results-oriented. Adept at managing high-profile projects, Chidinma has played pivotal roles in acquiring significant content assets, advancing clients' interests and executing projects seamlessly.

She is an expert in business development, procurement, and entrepreneurship, skills that further strengthens her capacity to identify and leverage growth opportunities for both her clients and the organizations she represents. Her commitment to professional excellence is reflected in her affiliations with prestigious bodies, including Chartered Institute of Procurement and Supply Chain (MCIPS), United Kingdom; Chartered Institute of Marketing (CIM), UK, and Associate Membership of ARCON (ARPA).

She holds a Bachelor of Science in Economics (with honors) from Enugu State University of Science and Technology, and an MBA from Nexford University in the United States.

Debbie Larry-Izamoje: A Pioneering Voice in Digital Media and Business Leadership

Debbie Larry-Izamoje is a trailblazer in Nigeria's digital media and entrepreneurship landscape. As a visionary leader, renowned speaker, and dynamic entrepreneur, she has consistently demonstrated her ability to merge innovation with strategy to drive impression results. With a career that spans media, technology, and business, Debbie has become a role model for young professionals and a trusted voice in modern business practices.

Debbie is an alumna of a number of prestigious institutions, where she honed her skills in communication, media, and business strategy. Armed with a degree in Mass Communication and additional trainings in digital transformation and innovation, she cultivated a unique blend of traditional media expertise and cutting-edge digital knowledge. Her academic foundation has been instrumental in her ability to navigate and excel in a fast-evolving industry.

As the founder of a thriving media and consulting firm, she carved a niche for herself in the digital and strategic communication space. She is celebrated for her ability to anticipate trends and leverage emerging technologies to create opportunities for businesses and individuals. Her firm has worked with diverse clients, delivering results that have set benchmarks in the industry.

Her expertise in digital media extends to content creation, audience engagement, and digital strategy development. She is passionate about helping brands harness the power of digital platforms to connect with their

audiences and achieve measurable growth. Her innovative campaigns and strategies have earned her recognition as a leading voice in the digital transformation of businesses in Nigeria.

A gifted orator, she is a sought-after speaker at conferences and workshops, where she shares her insights on media, entrepreneurship, and digital innovation. Her relatable style and wealth of knowledge make her a favorite among audiences. She is also committed to mentoring the next generation of professionals, providing guidance and inspiration to aspiring entrepreneurs and media practitioners.

Her contributions to the media and business sectors have earned her numerous accolades. She is recognized for her innovative approach to solving problems, commitment to excellence, and dedication to fostering growth within the industry.

Beyond her professional endeavors, she is an advocate of youth empowerment and women's leadership. She actively supports initiatives that promote entrepreneurship, digital literacy, and gender equality, using her platform to amplify important conversations.

Debbie Larry-Izamoje embodies the essence of a modern leader: innovative, driven, and deeply connected to her purpose. Her impact on the media and business landscapes is profound, and her journey continues to inspire countless individuals to pursue excellence, embrace change, and make meaningful contributions to their industries.



Bukola Oluyadi HCIB, ACIB, FNIM: Corporate Brand Strategist, Consumer Experience Expert



Bukola Oluyadi is an adept Communicator, Sustainability development professional, Corporate and Brand Strategist and Customer Experience expert; she is highly passionate about transitioning ideas to reality and building strong brands. With over 25 years' experience in the financial services and FMCG sectors, she is currently the Group Head, Customer Experience & Sustainability at Polaris Bank; she has worked in various leadership capacities within the Bank including Enterprise transformation and Corporate planning & strategy where her remit covered Strategic Brand Management and Customer Experience.

Bukola was formerly the Head of Brand & Stakeholder Management at First Bank of Nigeria where she worked alongside others to elevate the FirstBank brand, delivered a brand engagement and culture programme and the rebranding of the bank amongst others. She also served as Head, Internal communications when she joined the bank in 2010. Prior to FirstBank, she worked in the UAC Group as Marketing Manager UAC Restaurants, UAC Franchising, UAC Foods, Mr. Biggs and Snacks Business (Gala). She was responsible for advertising, PR, agency management and the successful growth of the restaurant food counters. She also served as Brand Manager,

Regional Sales Manager and business Development Manager.

She holds an MBA from the University of Liverpool UK, a professional diploma from the Chartered Institute of Marketing UK (CIM), PGD Marketing, University of Nigeria, Nsukka and Bachelors of Science (Zoology), from the University of Lagos. She is a fellow of the National Institute of Marketing of Nigeria (NIMN), an Associate and Honorary Senior Member of the Chartered Institute of Bankers of Nigeria, associate member NIPR and member ARCON.

She has attended several Executive trainings both locally and internationally and an alumnus of LBS.

Bukola is a recipient of the Peak Performing Woman of the Year 2023 award.

As an astute Leader, Mentor and Mother, her desire is to continuously contribute to the growth of the industry and economy at large while raising the bar for many women who need motivation to keep winning.



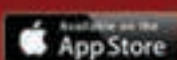
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Oyinate Adegite: Corporate Communication Leader, Great Growth Strategist

Chief Communication Officer, GTCO Plc, Oyinate Adegite is a leading communication and a sought-after growth strategist of note in Africa's finance sector.

Oyinate is responsible for developing and executing the brand and communication strategy of GTCO Plc, one of the largest financial services groups in Africa.

Parading over 20-year experience in the banking and finance sector, Oyinate has a strong background in communication, strategy and banking, and she has a Master's degree in Finance and Management from Cranfield University.

Oyinate has a career mission to create and deliver communication solutions that align with the group's vision, values and goals, all geared towards enhancing the stakeholders' engagement, corporate reputation, and market positioning of the group.

She draws on her expertise in finance and growth to craft

impactful and effective messages that foster trust, loyalty and innovation among the group's customers, employees, partners and regulators.

Before joining GTCO Plc, Oyinate was the Head, Corporate Communication, GTBank, where she led the communication team to generate marketing leads for key banking products across multiple African countries, achieving exponential growth in revenue and customer base.

Oyinate also has a very rich experience in global markets, having worked as the Head, Interest Rate Sales and Structuring, Stanbic IBTC, where she managed the sales and structuring of interest rate products and solutions for various segments and regions.

She is passionate about leveraging communication as a strategic tool to drive business performance and social impact.

Morolake Emokpaire: Brilliant Brand Nurturer, Business Builder

Head, Marketing, Morolake Emokpaire, Mondelez International West Africa, a subsidiary of Cadbury Nigeria Plc.) is a very brilliant creative brand nurturer and business leader with close to 15-year experience in building products, brands, cultivating user-experiences and business models.

Morolake, an advocate for creating safe mental spaces at work and a champion for women and girl-child development courses, has her primary motivation in designing a life with rich expressions and living it out with daring intentionality.

Morolake, an amazing partner, proud girl mom, fitness enthusiast and result-oriented business leader, has her core leadership style designed to meet harmonious, inclusive and integrative decisions. Morolake draws her inspiration from listening to music, reading books, interacting with nature and playing with children, while building an impressive career as a creative nurturer on a mission

to build people, brands, products, user-experiences and business models.

In the last 15 years, Morolake Emokpaire has carved a niche for herself the brand marketing management, product design/launch, innovation leadership, go-to-market strategy, consumer communication and project management.

As an advocate, Morolake is the Advisory, Truss FDN Board, a Non-Governmental Organisation (NGO) driving female inclusion in stereotypical careers; she also an advocate of creating safe mental spaces at work, and has at different times involved in activities championing women empowerment and girl-child development causes.

A certified design thinker, Morolake has an EMBA with distinction from ACIM, United Kingdom, she is ab great guitar soloist and an aspiring children swim coach.



Dammy Feyide: Innovative Merchant, Creative Content Creator, Brand Builder



Team Lead, Sme Strategy And Business Development, Providusbank, Dammy Feyide, Is An Established Champion Of Initiatives That Position The Bank As The Preferred Partner For Small And Medium-sized Enterprises (smes) Across Nigeria. Dammy, A Graduate Of The University Of Sheffield With A Bsc In Economics And Business Management, Brings A Wealth Of Expertise Honed Over The Years Doing Impactful Works That Transform Brands In The Financial Sector.

Her Career Voyage, From Strategy Associate To Leading Partnerships And Business Development At The Providusbank, Has The Trappings Of Transformative Accomplishments.

Under Dammy's Visionary Leadership, Providusbank Launched Pioneering Programmes Like The Flagship Providusbank Sme Initiative And Statewide Enterprise

Engagements, Driving Measurable Growth For Smes And Reinforcing Providusbank's Role As A Catalyst For National Economic Development.

Dammy's Approach Is Rooted In Innovation And Collaboration, As She Leads Her Team In Crafting Bespoke Financial Solutions, Building Strategic Alliances, And Creating Resources That Address The Unique Challenges Of Smes.

Her Work Extends Beyond Banking, Fostering Partnerships And Initiatives That Contribute To The Broader Entrepreneurial Ecosystem In Nigeria, Dammy Through Her Dedication And Strategic Foresight Has Cemented Her Reputation As A Dynamic Leader Committed To Empowering Smes To Thrive, Solidifying Providusbank's Standing As A Trusted Ally In Their Growth Journey.

Cassandra Uzo-Ogbugh: Leading Marketing Campaign Communications' Space Stylishly

Head, External Affairs, Media and Partnerships, Reckitt Sub-Saharan Africa, Cassandra Uzo-Ogbugh, is an accomplished leader currently overseeing Reckitt's strategy across East, West, and Southern Africa for Reckitt.

Cassandra, in her over 16 years of professional experience in brand management, communications, and corporate social responsibility (CSR), has consistently demonstrated her ability to drive social impact, enhance corporate reputation, and strengthen Reckitt's influence across the region.

Throughout her career, Cassandra has spearheaded high-profile marketing and communications campaigns for leading multinational brands across the FMCG, beverage and social sectors. Her expertise includes collaborating with the Nigerian government to promote key United Nations' Sustainable Development Goals (SDGs), particularly SDGs 2, 3, 6, and 17.

Cassandra began her career in PR and Events Management at Neo Media and Marketing, where she played a critical role in launching

major consumer brands and organizing flagship events such as Maltina Dance All, Gulder Ultimate Search, Star Quest and Knorr Taste Quest.

Her current role has seen her successfully lead large-scale conferences, CSR programmes and brand events for flagship products like Dettol, Veet, Mortein and Harpic, engaging high-profile stakeholders from government, celebrities and influencers.

Known for her exceptional relationship-building skills, Cassandra excels in forging strategic partnerships with key stakeholders, media entities and influencers, ensuring all communications efforts align seamlessly with her organization's core values.

Her strategic approach to brand management has consistently driven market growth through innovation, consumer insight and cutting-edge digital marketing strategies.

Additionally, her commitment to responsible marketing has contributed to significant shifts in consumer behaviour, delivering tangible business results.



Oluwaseyi Tomosori: Media Strategist extraordinaire

Head, Corporate Communications and Executive Positioning, Ventures Platform, Oluwaseyi Tomosori is a corporate communications professional with over 7-year experience in driving reputation management and other strategic communication priorities for global brands and organizations.

Oluwaseyi has the responsibility to lead the early-stage Pan-African venture capital firm with presence in Nigeria and Francophone Africa.

Before joining the Ventures Platform, Oluwaseyi has worked within the Publicis Groupe network, where she drove reputation management for key accounts such as Qatar Airways, Kimberly-Clark, Procter & Gamble, ALX, Danone, Confederation Africaine de Football (CAF), Novo-Nordisk, Itana, Amazon Prime Video, among others.

She has also consulted for one of Nigeria's most popular digital news website - Legit.ng, where managed reputation and drove stakeholders' love for the brand.

To actualize that, Oluwaseyi conceptualized a media literacy project that won the WAN-IFRA award for 'Best Trust Initiative' in 2023 on a global recognition stage in Taiwan.

Oluwaseyi has been of part of franchisees launching popular sport brands in Nigeria such as PUMA, Lacoste, Dr Teal's and Adopt Perfumes in Nigeria.

She has also collaborated with AON Reinsurance from 2020 to 2023 to drive the company's social impact initiative in partnership with Lloyd's and global partners, introducing a global diversity and inclusion festival hosted across over 30 countries, which earned the initiative a SABRE Award in 2021/2022.



Oluwaponmile Alabi: Dynamic Marketing Professional, Winning Campaign Creator



Marketing Manager, Tolaram Group Nigeria, Oluwaponmile Alabi is a dynamic marketing professional whose career trajectory showcases her passion for growth, innovation and excellence.

Oluwaponmile is at the forefront of growth and innovation for Indomie, one of the country's most beloved brands.

Oluwaponmile has the crucial role of identifying opportunities that resonate with consumers while driving brand evolution to maintain market dominance.

Nominated as one of the Top-50 Influential Women in Marketing, Oluwaponmile Alabi began her career journey in a digital agency, where she honed her expertise in crafting impactful online campaigns.

Her drive led her to excel in experiential and creative agencies, building a robust foundation in brand storytelling and consumer engagement.

Her career took a significant leap when she joined UAC Foods, where she demonstrated her leadership capabilities by

overseeing the Dairy and Water categories.

Her remarkable achievements include spearheading the launch of the Kingsway Pastry Roll while leading the Snacks category, a testament to her strategic thinking and executional prowess.

Oluwaponmile holds a First-Class Honors degree in Public Relations and Advertising from Eastern Mediterranean University, earned a Master's degree in Mass Communication from NOUN with Distinction.

Her commitment to continuous learning is evident through her completion of the CIM Level 6 qualification with Distinction, alongside specialized training in Product Marketing in London and other professional courses.

With a career defined by a wealth of experience and strategic insights, Oluwaponmile firmly believes in her mantra: "Any brand that does not grow will die." This belief fuels her relentless drive for innovation and her dedication to fostering sustainable brand growth.

Modupeoluwa Aremo: Ace Marketer, Brand Strategist, Communication Expert

Brand Business Manager, Calypso Coconut Liqueur, Grand Oak Limited, Modupeoluwa Aremo has demonstrated excellence in brand repositioning, consumer engagement, and sales strategies.

Modupeoluwa is a results-driven marketing leader with over 10-year experience in brand strategy, marketing communications and consumer engagement across diverse industries.

Her career spans impactful roles in corporate, experiential and brand marketing, reflecting her dedication to building strong brands and driving measurable growth.

Modupeoluwa has track record as a brand strategist at Expose Marketing Solutions, managing high-profile clients like Nigerian Breweries, Rite Foods, Transcorp Hotels, Swipha and Pernod Ricard.

At Nigerian Bottling Company, she honed her skills in corporate communications, spearheading initiatives like the NBC intranet

launch and strategic campaigns for stakeholder engagement.

Her tenure at So Fresh Neighbourhood Market saw her establish and grow the marketing department, launching innovative campaigns and products that resonated with health-conscious consumers.

Her expertise also extends to media and journalism, with experience as a reporter and columnist.

In 2024, Modupeoluwa was honored as the Brand Manager of the Year at the prestigious Nigerian Marketing Awards, a testament to her exceptional contributions to the marketing industry.

A strategic thinker and natural leader, Modupeoluwa is recognized for her ability to align brand objectives with consumer needs, delivering impactful marketing solutions.

She holds an M.Sc. in Media and Communication from Pan-Atlantic University and an Associate of the Chartered Institute of Marketing (CIM).



Ediri Ose-Ediale: The Brain Box Powering ADVAN's Magic Moves



Chief Executive Officer (CEO) and Executive Director, Advertisers Association of Nigeria (ADVAN), Ediri Ose-Ediale, is a focused and forward-looking leader committed to high-end professional proficiency and unblemished ethical conduct even while aggressively driving growth and profit.

ADVAN, the only umbrella association in Nigeria to oversee the activities of multinationals, large corporations and SMEs as it pertains to their marketing activities, under her leadership evolved from just an advocacy group to most respected association in the marketing industry.

Before current her role, Ediri was Head, Corporate Communications and Marketing, Capital Express Insurance Plc, a leading insurance conglomerate.

Ediri, an associate member of the Advertising Regulatory

Council of Nigeria (ARCON), is an alumnus of the Pan Atlantic University, Lagos.

Ediri, a certified Psychotherapist and Clinical Counselor, is a member of the Institute of Counseling Nigeria and an alumnus of CLI College, Canada, where she studied Mental Health and Addiction Counseling.

She is the Co-Founder of the Recharge Life Center, a Leadership and Wellbeing establishment, just as sits on the board of several organizations and NGOs including WHOLE Women Center, and Champions Nest.

Ediri, an advisory capacity to several organizations on strategy, corporate governance and marketing communications, has served in various local and international committees towards the enhancement of the Marketing Profession.

Ediri is a Christian with a passion for the service of God, she is happily married with children.

Oluwaseyi Layade: Advertising Guru, Innovator, Creativity Merchant

Chief Operating Officer, Leo Burnett Lagos, Oluwaseyi Layade, has an impressive career marked with milestones and touch of excellence.

Throughout her career, Oluwaseyi has demonstrated a remarkable ability to drive innovation, lead high-performing teams, and deliver impactful campaigns for top-tier clients across multiple industries.

As the COO, Leo Burnett, Oluwaseyi leads the agency with a clear vision focused on creativity, innovation and organizational culture.

She has championed the agency's "Humankind" philosophy, which prioritizes human-centered communication in all its campaigns.

With Oluwaseyi at the helm, Leo Burnett Lagos won the prestigious Grand Prix at the LAIF Awards in 2023, a remarkable achievement that reflects her ability to drive excellence and foster a culture of creativity.

Over the years, Oluwaseyi has worked with a diverse range of clients across multiple industries, among whom are leading telecommunications companies such as MTN and Airtel, financial institutions like FCMB, VISA, and AXA, and major global brands like Coca-Cola, Mondelez, PZ Cussons, Bic, Quaker, Scanfrost and British American Tobacco.

Oluwaseyi is an award-winning and highly respected leader in the marketing communications industry, with 17 years of experience shaping the marketing landscape in Nigeria and beyond.

Oluwaseyi began her career in 2008 at 141 Worldwide, where she managed major global brands, including British American Tobacco. This early experience allowed her to develop expertise in client management, strategy, and creative execution, establishing her as a rising star in the industry.

In 2017, Oluwaseyi took on a pivotal leadership role at Nigeria's first Special Purpose Vehicle (SPV) for Marketing Communications under the Omnicom Group. She led operations for a seven-member agency consortium, which included DDB Lagos, TBWA Concept, YBR, Playhouse, PHD Media, and Black House Media.

The consortium's sole client was MTN, Nigeria's leading telecommunications brand, under Oluwaseyi's leadership, the agencies collaborated seamlessly to deliver integrated marketing solutions that

drove significant results for MTN, demonstrating her ability to manage complex client relationships and lead diverse teams effectively.

Oluwaseyi has also worked with Ogilvy Nigeria as Group Head of Innovation and Client Service, where she led the client service department, overseeing the execution of innovative marketing strategies for a broad portfolio of clients.

In 2023, Oluwaseyi joined Insight Publicis as Account Management Director, and superbly excelled in managing high-profile accounts and developing integrated marketing strategies for key clients across a wide range of industries.

Oluwaseyi's educational background includes a Bachelor's degree in Banking and Finance and a Senior Executive Master's Programme from Metropolitan University, United Kingdom. She is also an alumnus of both the Lagos Business School and the London School of Business and Management.

A graduate of the AUsso Leadership Academy, where she further honed her leadership and strategic capabilities that equipped her with the business acumen and leadership skills necessary to excel in a highly competitive and ever-changing industry.

Oluwaseyi is deeply committed to supporting women in the marketing and advertising sectors, as Chairperson, Women in Advertising (WIA), she works tirelessly to create opportunities for women to advance in leadership roles and break through barriers.

She is passionate about mentoring young women and helping them navigate their careers, ensuring that they are empowered to reach their full potential.

Oluwaseyi was in 2024 named one of the "25 Leading Women Shaping the Future of Marketing" by The Guardian Newspaper, included in Brand Communicator's list of the "50 Most Influential Women in Marketing and Communications".

As a leader, mentor, and trailblazer, Oluwaseyi Layade is shaping the future of the industry with her passion, dedication, and unwavering commitment to excellence.



Maria Shadako: Trailblazer in the world of marketing

Maria Imaobong Shadako is a trailblazer in the world of marketing, known for her transformative strategies and ability to create meaningful connections between brands and their audiences. With over 14 years of experience in the beverage industry, she currently leads as the Portfolio Manager, Premium Lager Brands at Nigerian Breweries Plc., overseeing international icons like Heineken and Tiger. Her career is a testament to innovation, cultural relevance, and an uncanny knack for turning challenges into opportunities.



format, introducing online auditions that significantly reduced costs while retaining the show's heartwarming connection to family and creativity. Her work on Gulder Ultimate Search season 12 was equally impactful. The adventure-themed reality series became a cultural phenomenon under her guidance, perfectly embodying the spirit of exploration, resilience, and courage that resonated with

Gulder's audience. Through these platforms, Maria proved that reality TV could be more than entertainment; it could be a powerful tool for building brand affinity and cultural relevance.

Maria's academic foundation—a Business Management degree from the University of Nigeria and a Master's in International Affairs from the University of Lagos—gave her the tools to thrive in a competitive industry. But it's her vision and relentless drive that have made her a standout leader. Recognized as a rising star in Nigerian Breweries' talent pool since 2019, she has consistently proven that great marketing is about more than selling products; it's about building stories and experiences that people want to be a part of.

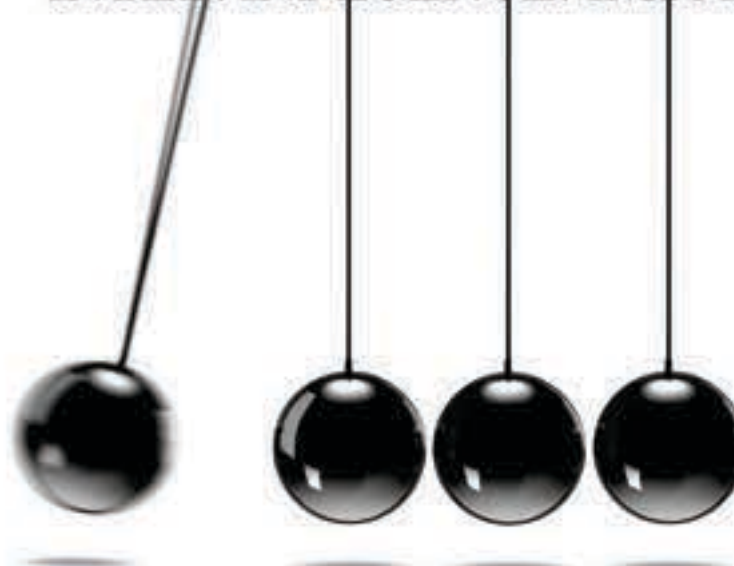
Beyond her professional life, Maria's vibrant personality shines through. She finds joy in music and unwinds with comedy sit-coms, reflecting the balance of creativity and approachability that defines her leadership style.

Maria Shadako is not just a marketer; she's a cultural curator, an innovator, and a thought leader who continues to redefine what it means to connect brands with people. In her hands, marketing becomes not just a business function, but an art form.

During her tenure as Senior Brand Manager for Goldberg and Life Lager beer, she revitalized two of Nigeria's most beloved beer brands. Goldberg launched with a vibrant packaging that celebrated regional heritage. Life Lager's relaunch was nothing short of revolutionary. In the midst of the COVID-19 lockdown, Maria orchestrated Nigerian Breweries' first-ever virtual product launch. With iconic moments like lighting up the Niger Bridge and debuting the Chop Life anthem with music legends Flavour and Phyno, she didn't just relaunch a brand—she created a cultural moment. But her mastery of brand-building extended beyond products into the world of reality TV, where she demonstrated her ability to create compelling platforms that transcended traditional advertising. But her mastery of brand-building extended beyond products into the world of reality TV, where she demonstrated her ability to create compelling platforms that transcended traditional advertising.

Maria played a pivotal role in two of Nigeria's most iconic reality TV shows—Maltina Dance All and Gulder Ultimate Search. For the ninth season of Maltina Dance All, she led the campaign's transition to a digital-first

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Dame Kehinde Kamson: The Iconic Entrepreneur Behind Sweet Sensation Confectionary



Dame Kehinde Kamson is a trailblazer in Nigeria's fast-food industry celebrated for her visionary leadership and entrepreneurial spirit. As the founder of Sweet Sensation Confectionary, she has carved a niche in the competitive food business, earning her a reputation as an icon of entrepreneurship in Africa.

In 1994, Dame Kamson transformed her passion for culinary excellence into a business that would redefine Nigeria's fast-food industry. Starting from a single outlet, Sweet Sensation grew into one of Nigeria's most beloved quick-service restaurant chains, offering a blend of local and international cuisines. Her innovative approach to menu design, branding, and customer service has made Sweet Sensation a household name.

Kamson's entrepreneurial journey is marked by her ability to anticipate market trends and adapt to customer needs. She introduced a unique business model that combined quality food, exceptional service, and a welcoming ambiance, setting a new standard in the Nigerian food industry. Her commitment to excellence and consistency has positioned Sweet Sensation as a leader in a highly competitive sector.

Beyond her business success, she is a passionate advocate of

women and youth empowerment. Through her company, she created numerous job opportunities and fostered talents and provided training programs for young Nigerians. Her leadership has inspired a generation of entrepreneurs to pursue their dreams with determination and resilience.

Her contributions to entrepreneurship have earned her numerous awards and accolades. She is widely regarded as one of the pioneers of Nigeria's fast-food industry and a role model for aspiring entrepreneurs. Her story is a testament to the power of vision, hard work, and perseverance in building a successful business.

Her journey from a small startup to building a nationally recognized brand dramatizes her entrepreneurial spirit. Her dedication to innovation, customer satisfaction, and community impact continues to inspire countless individuals. As the founder of Sweet Sensation, she has not only transformed the culinary landscape of Nigeria but also set a benchmark for entrepreneurship across Africa.

Her legacy is one of boldness, innovation, and unwavering commitment to excellence, making her a true icon of entrepreneurship.

Mrs. Bola Atta: – An Icon of Impact and Leadership

The Chief Executive Officer of UBA Foundation, Bola Atta, embodies excellence, innovation, and commitment to societal transformation. Her leadership journey is a testament to her unwavering dedication to fostering positive change and creating opportunities for individuals across Africa.

As the head of UBA Foundation, the corporate social responsibility arm of the United Bank for Africa (UBA), Atta has redefined the landscape of philanthropy and corporate citizenship. Under her leadership, the foundation has spearheaded impressive essential initiatives in education, empowerment, and community development. Programs such as the National Essay Competition have empowered countless young minds, encouraging academic excellence and innovation across the continent.

A Distinguished Career of Influence

Before assuming her role at UBA Foundation, she had an illustrious career spanning media, communications, and branding. She has been instrumental in shaping the corporate identity of UBA, showcasing her ability to

faultlessly blend strategy with creativity. Her expertise has earned her numerous accolades, including recognition as one of Africa's leading women in business.

Her vision extends beyond corporate success; she is deeply invested in the socio-economic progress of Africa. Her initiatives have touched the lives of many, bridging gaps in education and encouraging sustainable development. Her work reflects her belief in the potential of Africa's youth and the transformative power of quality education and innovation.

An icon in her field, her commitment to excellence and impact has set a benchmark for others. Her story inspires emerging leaders, particularly women. It inspires them to aspire for greatness while contributing meaningfully to society.

Through her role at UBA Foundation, she continues to champion a brighter future for Africa, one project and one individual at a time. Her legacy as an icon of leadership and transformation remains enduring and far-reaching.



Mrs. Alero Ladipo: An Icon of Marketing Excellence



The Group Head of Marketing & Corporate Communications at United Bank for Africa (UBA) Group, Mrs. Alero Ladipo, stands as a beacon of innovation, strategic vision, and marketing brilliance. Her career is a shining example of how dedication and creativity can reshape an organization's brand and communication strategy on a global scale.

With years of experience in marketing and corporate communications, Mrs. Ladipo has played a crucial role in elevating UBA's brand presence across its 20 African countries and beyond. Her ability to craft compelling narratives and execute impactful campaigns has positioned UBA as a household name in the financial services sector.

Her leadership has transformed UBA's communication strategies, ensuring the bank remains relevant in a rapidly evolving digital landscape. She has consistently embraced innovation, blending traditional marketing methods with cutting-edge digital tools to reach diverse audiences effectively.

Driving Excellence in Brand Management

She is renowned for her exceptional skills in brand management, customer engagement, and corporate storytelling. Her initiatives have redefined how financial institutions connect with their customers, fostering trust and loyalty. Under her guidance,

UBA's marketing strategies have not only promoted the bank's products and services but also strengthened its reputation as a socially responsible and forward-thinking organization.

Advocate for Women in Marketing

As a leading woman in the marketing and communications industry, she is a source of inspiration for aspiring professionals, particularly women. Her achievements underscore the importance of creativity, resilience, and strategic thinking in building a successful career in marketing.

Her expertise and impact have earned her numerous accolades in the marketing and communications fields. She is celebrated for her innovative approach and her ability to adapt to the dynamic demands of the global market while keeping UBA's core values at the forefront.

Beyond her professional achievements, she is committed to mentoring the next generation of marketers, sharing her wealth of knowledge and experience. Her leadership has left an indelible mark not just on UBA but on the marketing industry as a whole.

Her career is a testament to her status as an icon of marketing. Through her vision, strategy, and creativity, she set a high standard for marketing excellence in the corporate world, shaping UBA Group's identity as a leading African financial institution.

LIST OF AWARDEES

TOP 50 INDUSTRY WOMEN IN NIGERIA (CHANGEMARKERS 2024)			
NAME	DESIGNATION	ORGANIZATION	INDUSTRY
Tosin Adefeko	Chief Executive Officer	AT3 Resources	PR and Communications
Ediri Ose-Ediale	CEO/Executive Director	ADVAN	Marketing
Roseline Akure Abaraonye	Chief Commercial Officer	NNFEMS	Marketing
Omolara Banjoko	Marketing Manager	Friesland Marketing	
Mojirayo Folarin-Lawal	Head, Funding and Partnerships	Lagos State Employment Trust Fund (LSETF	Social Impact
Bridget Oyefeso-Odusami	Head, Brand and Marketing	Stanbic IBTC	Marketing & Communications
Mary Ephraim- Eghas	CEO	Okhma	Culture & Tourism
Ifeoluwa Esther Obafemi	Cluster Head, Digital, Media & Insights	FrieslandCampina WAMCO	Digital Marketing
	Digital Transformation), Sub-Saharan Africa (SSA)		
Oluwaseyi Layade	Chief Operating Officer	Leo Burnett Lagos	Advertising
Chidinma Nwankwo	Head of Business	Quadrant MSL	Public Relations
Oluseun Mudashiru	Brand Business Manager (St. Lauren & Bacchus Wine)	Grand Oak Limited	Brand Management
Bukola Oluyadi	Group Head, CX & Value Management	Polaris Bank Ltd	Customer Experience
Toyin Henry-Ajayi	Head Of Advertising	Access Bank	Integrated Marketing Communications
Chinwe Bode-Akinwande	Head, Sponsorship, Partnership, Events & Collaborations	First Bank of Nigeria Limited	Stakeholder Engagement
Oyinade Adegite	Chief Communication Officer	GTCO Plc	Communications
Comfort Obot Nwankwo	Chairman	Lagos NIPR	Public Relations
Maria Shadeko	Portfolio Manager- Premium Brands	Nigerian Breweries Plc	Marketing
Chinwe Egwim	Chief Economist and Head of Economic Research and Intelligence	Coronation Merchant Bank	Data Analytics
Mrs. Chiwendu Sarah Ohakpougwu	Group Head, Marketing and Communications	TrustBanc Group	Marketing
Ufuoma Ogeleka	VP Commercial Operations	UAC Plc	Marketing
Susan (Nkechi) Rotimi	Founder	WOW (Win on Wellbeing) Essentials Ltd	Advocacy
Latti Ronke Bamisedun	Lead Consultant,	BWL Agency	Communications
Branka Mracajac	Chief Executive Officer	9 Payment Service Bank (9PSB)	Banking & Finance
Dammy Feyide	Lead, SME Strategy & Development	Providus Bank	Entrepreneurship
Oluwaseyi Tomosori	Communications Lead	Ventures Platform	Strategic Communications
Ifeoma F. Esorougwe	CEO	Catachworld Events	Event Management
Debbie Larry-Izamoje	COO	Brila Media Limited	Media
Oluwaponmile Alabi	Marketing Manager, Indomie	Dufil prima	Brand Management
Marian Ogaziech	MD	Dentsu Agyle	Media/Investment Mgt/Entertainment
Abiodun Olubitan	Group Head, Women Banking	Access Bank	Women Banking
Toyosi Etim-Effiong	Founder/CEO	That Good Media	Media Entertainment
Bidemi Zakariyau Akande	Founder LSF PR	Public Relations	
Ifunanya Obiakor	Head of Marketing, West Africa	Arla Foods	Marketing
Rahamatou Palm Zakari-Adamou	MAGGI Category Manager	Nestlé Nigeria	Marketing
Maureen Omi Ifada	Marketing Director	Friesland WAMCO	Marketing
Mabel Adeteye	Head, Brand & Marketing Comms	Wema Bank Plc	Strategic Brand Management
Modupeoluwa Aremo	Brand Business Manager, Calypso & Apperito	Grand Oak	Brand Management
Morolake Emoipaire	Head of Marketing	Cadbury Nigeria Plc	Marketing
Rachel Ekeh	Brand Manager-Pasta	FMN	Brand Management
Vivian Obiano	Marketing Manager	Lush Hair Nigeria	Marketing
Chloma Otisi-Igwe	Marketing Manager-Three Crowns	FrieslandCampina	Marketing
Toyin Nnodi	Marketing Director	CHI Limited	Marketing
Agnes Ailuelohia	COO/GM	First Katalyst Marketing	Experiential Marketing
Oreoluwa Atinmo	Marketing Director	GBFoods Nigeria	Marketing
Cassandra Uzo-Ogbugh	External Affairs, Media, Purpose Initiatives, Partnerships and Corporate Comms strategy across East, West and Southern Africa	Reckitt	Communications Strategy
Mrs. Adesuwa Imasekha	Founder/CEO	Women Impacting Nigeria (WIN)/TAI Corp	Finance, tech, energy, Impact
Cynthia Ikponmwosa	MD/CEO	LAPO Microfinance Bank	Finance
Bisi Sotunde	Founder/CEO	Busybee Events	Mentoring/Event Planning
Adebimpe Adebisi	Profit Center Head	Simba Den	Customer Experience
Uche Ajene	Founder and Managing Director	Stephanie John & Associates	Public Relations

THE INDUSTRY ICONIC AMAZONS AWARD (CHANGEMAKERS 2024)			
Name	Designation	Organisation	Industry
Mrs. Kehinde Kamson	Founder/CEO	Sweet Sensation Confectionery Limited	Entrepreneurship
Mrs. Tolu Alero Ladipo	Group Head, Marketing & Communications	UBA Group	Marketing
Mrs. Tomi Somefun	MD/CEO	Unity Bank plc	Leadership
Dr. Shade Okoya	MD/CEO	Eleganza Group	Manufacturing
Mrs. Bola Atta	MD/CEO	UBA Foundation	SUSTAINABILITY
Adaora Umeoji	MD/CEO	Zenith Bank	Humanitarian
Mrs Ada Cuomo	Vice President	Betsja Foundation	CSR & Sustainability
Mrs. Adetoro Fowoshere	CEO	GIG Aviation Technologies Ltd	Infrastructure

INDUSTRY BRAND AWARD (CHANGEMAKER 2024)		
Company/Brand	Award	Contact
Power Oil	Family Cooking Oil Brand of the Year	Tolaram
Dano	Family Milk Brand of the Year	Arla
Knorr	Seasoning Brand of the Year	Unilever
Sonia	Tomato Paste of the Year	
Godden Penny	Noodles Brand of the Year	
The Coca-Cola Company	Best Company In Inclusion & Diversity	
hypo toilet cleaner	Best Household Brand	Hypo Homecare Product Limited, 1 Akanbi Onitiri Street off Eric Moore Road, Surulere
Chicken Republic	QSR Brand of the Year	
Wema Bank	Best Financier for Women Startups in Nigeria	



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STORIES BY FUNMILAYO OLEGHE



L-R: Minister of Finance and Coordinating Minister of the Economy, Mr. Wale Edun; President/Chief Executive, Dangote Group, Abaji Aliko Dangote, GCON; Group Managing Director/Chief Executive, Zenith Bank Plc, Dame (Dr.) Adasola Umeoji, OON; Director General of the Treasury, France, Bertrand Dumont; Executive Director, Zenith Bank Plc, Mrs. Adobi Nwapa; and Founder and Chairman, Zenith Bank Plc, Jim Ovia, CFR, during the official commissioning of Zenith Bank, Paris on Wednesday.



L-R: Director, Planning, Research & Strategy, Advertising Regulatory Council of Nigeria (ARCON), Lady Suzie Agbo representing ARCON Director General/Registrar, GMD, SO&U, Mr. Udemé Ufot; CEO/MD, Financial Institute Training Centre (FITC), Dr. Chizor Malize; GMD/CEO, Cosse TTL, Fummi Onabolu during the presentation of a lifetime award to Ufot at the Legend of Marketing Communications Awards in Lagos recently.

Verve Partners AliExpress to Offer Seamless Cross-Border Shopping for Cardholders

Verve International, Africa's leading domestic payments card scheme and token brand, has announced that its cards are now accepted on AliExpress, one of the world's largest online retail platforms. This landmark partnership expands Verve's global reach, offering seamless and secure payment solutions and providing millions of Verve cardholders and merchants worldwide with easy access to AliExpress' extensive range of products, including fashion, electronics, home goods, beauty, and more.

The collaboration empowers Verve cardholders, both locally and internationally, to engage in cross-border transactions. It also reinforces Verve's unwavering commitment to delivering inclusive, innovative, and secure digital payment solutions that empower individuals and businesses alike,

while bridging the gap in global digital commerce. Speaking on the partnership, Vincent Ogbunode, Managing Director, Verve International, remarked: "We are excited to announce that Verve is now accepted on AliExpress, a globally recognised e-commerce leader. This marks a significant milestone in our global expansion journey, reflecting our commitment to providing cardholders with access to more possibilities in today's digital economy. The addition of AliExpress to our growing network is just the beginning, there's much more to come as we continue to innovate, expand, and deliver value to millions of Verve cardholders in Nigeria and beyond." Verve's expanding global network is bolstered by partnerships with renowned brands such as Google,

YouTube, Netflix, Amazon Prime, Facebook, Uber, Spotify, among others, enabling cardholders to conveniently pay for subscriptions in Naira. These alliances solidify Verve's position as a trusted leader in the digital payments space, ensuring that consumers can access top-notch services across diverse industries. With AliExpress joining this network and Verve integrated into its payment options, Verve cardholders can easily shop and pay for a wide range of products. To shop on AliExpress using a Verve card, simply sign in, select the items to buy, and click 'Buy now.' When prompted, add a new card and enter the Verve card details. Save the information for future use, confirm the details, and complete the payment seamlessly. In addition to expanding its global partnerships...

[Read more on theindustryng.com](#)

Wema Bank commemorates Fraud Awareness Week

Wema Bank, the pioneer of Africa's first fully digital bank, ALAT, has commemorated International Fraud Awareness Week 2024 by hosting a seminar. The International Fraud Awareness Week 2024 was themed, "Share A Story, Stop A Scam". The seminar was held at Wema Bank Head Office in Lagos on November 20, 2024, according to a statement from the financial institution. International Fraud Awareness Week is a global celebration commemorated annually in the third week of November, to highlight the increasing threat that

fraud poses on individual, business, and societal levels, and encourage individuals and institutions to take proactive steps toward minimising the impact of fraud. The theme of International Fraud Awareness Week 2024, "Share A Story, Stop A Scam", particularly emphasises the significance of awareness, information, and education, in combating fraud. Wema Bank, proactive in its commitment to combating fraud, has over the years built a reputation of educating and empowering its customers with the knowledge, information, and insights needed to help them identify, and mitigate

fraud on various levels. The bank launched its Anti-Fraud campaign through which it had not only continued to spread awareness about fraud but also taken action against fraudsters. Representing the CEO of Wema Bank, Moruf Oseni, the bank's Executive Director of Retail and Digital Business, Tunde Mabawonku, emphasised the bank's commitment to championing fraud awareness and combating fraud. He said, "Fraud and scams are no longer news, and fraudulent tactics continue to evolve each day. [Read more theindustryng.com](#)

Stanbic IBTC Bank introduces senior citizens account for Nigerians



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Stanbic IBTC Bank, one of Nigeria's leading banks, has recently launched Senior Citizens Account, an innovative solution exclusively designed for customers aged 50 years and older. This initiative is expected to serve over 15 million Nigerians estimated to be within this age range, according to Index Mundi. Through this very thoughtful banking service for the elderly, the financial institution can provide tailored financial services solutions that meet the special needs of this unique clientele. Senior Citizens Account is an all-encompassing banking solution designed to meet the immediate and long-term financial needs of individuals approaching retirement or those already in their retirement phase. The package comprises comprehensive features such as zero

account opening balance, zero account maintenance fee, free debit card and cheque book, health insurance and telemedicine, wills service and funds management. Wole Adeniyi, Chief Executive, Stanbic IBTC Bank, pointed out that this unique initiative underscores the synergy between the Bank and its sister organisations. It is an excellent opportunity for people who are nearing retirement to consolidate their banking needs, investments managements, wealth transfer across generations and for retirees who rely on Stanbic IBTC Pension Managers to manage their pension

funds, to also use Stanbic IBTC Bank to receive their gratuity payments while enjoying excellent benefits. Senior Citizens Account aims to provide people in their 50s and older with essential support and services, ensuring their financial well-being and stability. Senior Citizens Account is not just another banking product; it represents a paradigm shift towards creating a banking experience that significantly enhances its users' lifestyles. It is crafted to offer... [Read more on theindustryng.com](#)

UBA heralds festive season, lights up Lagos Marina garden



United Bank for Africa, through its Corporate Social Responsibility Arm, the UBA Foundation, on Monday, held its annual Garden Light-Up ceremony to kick-start the festive season.

The dazzling ceremony, held at the United Bank for Africa (UBA) head office in Lagos, brought together staff, customers, and well-wishers in a heart-warming display of joy, gratitude, and unity.

The Garden Light-Up, an annual tradition, represents UBA and its Foundation's commitment to spreading cheer and fostering a sense of community during this special time of year. With festive decorations, brilliant lights, fireworks and lively music, the event serves as a beacon of hope and celebration, setting the tone for the season of giving.

Speaking at the event, UBA's Group Managing Director/Chief Executive Officer, Oliver Alawuba,

emphasised the bank's dedication towards creating memorable experiences and its appreciation for the efforts of staff and customers throughout the year. He reiterated that the annual Lighting ceremony is a symbol of hope for the coming year, the future and all the goodness it will bring into people's lives. He said, "As we approach Christmas, a time of love, we remember the spirit of giving and community. I would like to express gratitude to each and every one of you. We are happy and grateful for all your sacrifices and contributions, especially during what has been a difficult year.

"I am particularly grateful to the board of UBA, led by our own Chairman, Tony Elumelu. I would also like to thank the entire executive management team – including Our ED/CEOs from America, and all our management team. We appreciate the work they have done so far.



Zenith Bank Plc has expanded its global footprints with the opening of Zenith Bank (UK), Paris Branch. The official commissioning, which took place on Wednesday, November 27, 2024 at 21 Rue de la paix, Paris, France was performed

Zenith Bank expands global footprints to Paris

by the Honourable Minister of Finance and Coordinating Minister of the Economy, Mr. Wale Edun. The opening of Zenith Bank, Paris, a Third-Country Branch (TCB) of Zenith Bank (UK) Limited, a subsidiary of Zenith Bank Plc, represents a key milestone in the bank's global growth strategy and underscores its commitment to serving clients in the European region.

Dignitaries at the ceremony include Governor, Kwara State & Chairman, Nigeria Governors' Forum (NGF), His Excellency, AbdulRahman AbdulRazaq; Governor, Lagos State, His Excellency, Mr. Babajide Sanwoolu; Governor, Ogun State, His Excellency, Adedapo Abiodun, CON; Governor, Enugu State, His Excellency, Dr. Peter Mbah; Chairman, BUA Group, Abdul Samad Rabi, GCON; Honourable

Minister of State for Finance, Dr. Doris Uzoka-Anite; Chief Executive Officer/Executive Secretary, Nigerian Investment Promotion Commission (NIPC), Aisha Rimi and Executive Director/Chief Executive Officer, Nigerian Export Promotion Council (NEPC) Nonye Ayeni, who joined Zenith Bank Executives in celebrating this... [Read more on theindustryng.com](#)

Stanbic IBTC Asset Management launches anti-scam campaign to protect mutual fund holders

Stanbic IBTC Asset Management has implemented strong measures to safeguard its customers from an alarming rise in scam attempts targeting mutual fund holders. In response to this trend, the company has launched a strategic campaign to educate customers on protecting their investments and understanding the correct procedures for mutual fund subscriptions. Recently, enquiries about the authenticity of mutual fund subscription messages have surged. Many of these messages contain differing and potentially incorrect account

numbers, leading to confusion and concern among investors. In response to these concerns, Stanbic IBTC Asset Management launched a campaign to educate customers by providing accurate information and security tips to reduce the likelihood of clients falling prey to scam attacks. The campaign has established three main objectives: first, to educate customers about the mutual fund subscription process by providing precise and accurate information that empowers them to make informed decisions.

[Read more on theindustryng.com](#)

First Bank launches YouTube series, 'A Heart on the Line'

As a testament of its commitment to the development of the youth and support for creative arts, First Bank of Nigeria has officially launched Bluu TV, a dynamic hub for African entertainment, on YouTube, and premiered the first series – "A Heart on the Line". The event which took on Friday, December 6, 2024 at EbonyLife Cinemas, Victoria Island, Lagos, was a gathering of some of the best stars in the country's creative art ecosystem. Speaking at the launch and premiere, the managing director and chief executive of First Bank, Mr. Olusegun Alebiosu, said Bluu TV is a dynamic hub for African entertainment, lifestyle content drama and everything in-between creativity and innovation and called all and sundry to experience the power of storytelling and its impact on society.

Represented by Mr. Idowu Thompson, the Group Executive of Private Banking and Wealth Management, First Bank, the bank CEO revealed that over the years First Bank had been deliberate in support for the creative art, a developing sector with great potential to provide solutions and economic growth, noting that the foremost financial institution treasures the use of creative art to shape "our culture, promoting our values as a people and inspiring positive change." "Through First@Arts Initiative, we have consistently supported initiatives that preserve the legacy of arts culture and we also promote several activities that engender unity, education and entertainment which are major dividends of the creative industry," he said.

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APPOINTMENT

STORIES BY PRINCEWILL OKIKE

Yinka Bakare now innovation, marketing director at Guinness

Formerly, the group head, innovation at Guinness Nigeria, one of Nigeria's top innovative marketing head eggs, Yinka Bakare has been promoted to the position of marketing and innovation director at Guinness Nigeria quelling the rumor that the foremost brewer was planning on hiring an external hand to fill the position.

There have been restructuring at the management level since Diageo exited the company and Tolaram becoming the majority shareholder in the leading dark beer company in Nigeria.

On October 10, Tolaram Group announced the appointment Girish Sharam has the new managing director of Guinness Nigeria, which paved the way for Tolaram's full restructuring.

Bakare, who assumed the role on December 1, 2024, boasts of 24 years' experience in marketing, brand



development, communications, media planning, digital and buying, sales and general management. He studied Economics at the University of Ibadan (UI) and boasts a Master of Business Administration from the prestigious IMD. He's fluent in English and basic French. Bakare has over time spread his tentacles with strategies to other African countries and also the Middle East. His leadership quality sees accountability as vital, with the

development of people, operations, P&L (revenue performance) as a major priority. Bakare was formerly at British American Tobacco, Cadbury Nigeria Plc, and Nigeria Breweries before joining Guinness Nigeria Plc in 2018 during which he helped rearticulate the organisation's participation within larger for the short, medium, and long term. He's credited for navigating the organisation out of the dilutive

tail, to optimise the impact of the category on its P&L through value chain engineering and a well-integrated NRM programme. As Head of Beer in 2019, Bakare helped Guinness Nigeria Plc to build and launch Guinness Gold starting in Lagos, delivering first-time-ever consumer metrics levels in the 1st year of launch. [Read more on theindustryng.com](#)

Ani-Mumuney resigns at First Bank as global head, marketing and communications

Folake Ani-Mumuney, the Global Head of Marketing and Corporate Communications at First Bank, has retired after a 15-year tenure at the financial institution.

Mrs Ani-Mumuney, whose professional journey spans over 25 years, confirmed her retirement to the media shortly after a lavish send forth party was held in honour of the former GMD, Adesola Adeduntan. She has worked in multiple sectors such as banking, aviation, manufacturing, and oil and gas.

"As I bow out of First Bank and draw a curtain on this phase this year end! God has been wonderful to me and I have so much to be thankful for," she said in a text message.

Gaia Africa, a private business club for Africa's top female executives, in an Instagram post honoured her, describing her career as "a legacy that is both inspiring and profound." The organisation highlighted her

advocacy for gender equity and her contributions to female leadership.

"We celebrate Folake Ani-Mumuney as she retires from her distinguished career at First Bank. FAM has carved a remarkable path, earning a stellar reputation for her diligence and unwavering support for other women, and for countless gender-related and female leadership initiatives.

"We celebrate a legacy that is both inspiring and profound and as you step into the next exciting chapter of her life, we at GAIAAFRICA extend our heartfelt wishes for continued impact and fulfillment. May this new adventure, be even more rewarding and impactful as your journey with FBN," it wrote.

She was appointed the Global Head Marketing & Corporate Communications of the bank in 2010.

According to WISCAR (Women in



Successful Careers), a non-profit organisation dedicated to empowering and developing professional women across Nigeria and Africa. Mrs Ani-Mumuney is an experienced C-suite executive with extensive global expertise. She has held leadership roles in prestigious organisations such as...

[Read more on theindustryng.com](#)

Sherif Lanre Akinpelu joins Visa

Sherif Lanre Akinpelu, a renowned Strategist in Nigerian Integrated Marketing Communications Industry has been appointed as Senior Marketing Manager, Marketing Service for West Africa for Visa company.

Akinpelu is experienced in Strategy and Planning, marketing, behavioral science, brand and communication skills.

Prior to joining Visa, he served as the Group Deputy Director of Strategy and Planning at SPV Communication Solutions. He also worked at CreativeXone as an Assistant Brand Planner before being elevated to the post of a Brand Planning Manager. Sherif worked as a Graduate Trainee/Strategy Executive at Proximity Communications Nigeria.

However, his career started in Strategy at Cosse TTL as a Strategy Intern.

With a proven track record of building world-class brands, Akinpelu has worked across six agencies: DDB Lagos, TBWA Concept, Yellow Brick Road Lagos, PHD Lagos, Playhouse Communication, EXP Marketing, which manages the MTN Nigeria Account (\$4B rev), Nigeria's largest listed company.

Sherif is a part of the Strategic Think Tank for TBWA Africa, which oversees MTN Group operations in over 17 African countries.

Under his leadership, the MTN Nigeria brand marked one of the most successful brand and business phases in its 23-year history in Nigeria. He led the creation and execution of



brand and communications strategies for all of MTN Nigeria's business units, including data, voice, youth, mass market, mobile financial services (MoMo), Enterprise Business Unit, customer experience, digital/ value-added services, MTN foundation, and Sponsorships.

[Read more on theindustryng.com](#)

Unilever Nigeria gets new MD, Tobi Adeniyi

Unilever Nigeria Plc has appointed Mr. Tobi Adeniyi as the Managing Director designate, effective January 1, 2025, ending a long wait for a Nigerian to assume the multinational as the chief executive officer.

Mr. Adeniyi will undergo a handover and phased transition process alongside the current Managing Director, Mr. Tim Kleinbenne, until the end of 2024.

Mr. Adeniyi began his career as a Unilever Future Leader in 2009 and has amassed a wealth of experience across multiple facets of the Supply Chain (strategic & operational) and Commercial operations.

His expertise spans Logistics, Planning, Strategic Supply Chain, Procurement, and Sales, with assignments that have taken him across diverse markets including,



Singapore, the Philippines, and Indonesia.

Most recently, he has been instrumental in driving Unilever Nigeria's sales transformation agenda, delivering impactful results through strategic initiatives

nationwide. He serves as current Vice Chairman of Manufacturers Association of Nigeria Export Promotion Group (MANEG) and is a member of the Institute of Directors (IOD).

Bolaji Balogun, Chairman of Unilever Nigeria Plc, said "On behalf of the Board of Directors and everyone at Unilever Nigeria, I am delighted to congratulate Mr. Tobi Adeniyi on his appointment as Managing Director Designate. Mr. Adeniyi's extensive experience and exceptional leadership skills make him an outstanding choice at this time, to lead us into a bright and even more successful future."

He stated that the Board is confident that under Tobi's leadership, Unilever Nigeria Plc will continue to flourish and achieve greater heights.

[Read more on theindustryng.com](#)

Girish Sharam joins Guinness Nigeria as MD



Sharam has been appointed, Sharma, a marketing expert who holds a Bachelor of Business Administration, BBA Marketing from Guru Gobind Singh Indraprastha University as well as an MBA in Marketing from University of Kent, is coming in with a wealth of experience from tech and fast-moving consumer goods sectors. He also has a Senior Executive Programme in Africa from Harvard Business School.

In his new appointment, Girish will lead the company through this new chapter, building on the legacy of quality and innovation, staying true to the company's commitment to making positive impact on the communities it serves."

In his remarks, he said "I am

especially proud to work alongside such a talented and dedicated team, whose passion and commitment inspire me every day. Together, we will continue to drive success by fostering collaboration, creativity, and innovation across the business.

"Together, we will uphold our core values of integrity, respect, and responsibility while striving for growth and excellence. I look forward to embracing this new chapter and the journey ahead, driving growth and strengthening our leadership in the market."

The partnership between Guinness Nigeria Plc and Tolaram according to Girish represents a powerful synergy, combining Guinness brand's rich heritage and Tolaram's innovative spirit.

Airtel appoints Dinesh Balsingh as CEO, Nigeria

Airtel Africa, a leading telecommunications and mobile money services provider with presence in 14 countries across the continent, has announced the appointment of Dinesh Balsingh as the Managing Director and Chief Executive Officer of Airtel Nigeria, effective 1st November 2024. By this appointment, Balsingh also becomes a member of the Executive Council for the Airtel Africa Group.

He takes over from Carl Cruz, who returned to his home country, The Philippines, at the end of October.

Balsingh has extensive experience across the telecommunications industry and returns to Nigeria following his appointment as Managing Director and CEO of Airtel Tanzania in 2022. Prior to his move to Tanzania, he served as the Chief Commercial Officer (CCO) at Airtel Nigeria and therefore brings with him considerable experience of the Nigerian telecommunications market.

Balsingh's career in the telecommunications industry spans over 24 years, having begun his career in 2000 with Hutchison Essar, before moving to Airtel India as a

Marketing Director in 2006 and then Tata Docomo in 2011. Balsingh joined Airtel Nigeria as Marketing Director in 2013, before taking over as CCO in 2018.

During his tenure in Airtel Tanzania, Balsingh led the business to achieve record growth through intelligent pricing, product enhancements and disciplined execution of projects, resulting in strong Revenue Market Share (RMS) gains in the highly competitive market.

Speaking on the leadership changes, Airtel Africa Chief Executive Officer, Sumit Taldar said, "Mr. Balsingh's deep telecommunications experience and strong operational execution, combined with his knowledge of the Nigerian market, will be instrumental in further supporting our corporate purpose of transforming lives across Nigeria."



Zenith Bank shines at 2024 'Bankers Awards'

Zenith Bank Plc has emerged as 'Bank of the Year, Nigeria' in The Banker's Bank of the Year Awards 2024. The award, which was announced by The Banker Magazine, Financial Times Group, United Kingdom, during the awards ceremony held in London recently, is in recognition of the bank's strong management, sound business model and strategy, and approach to sustainability and ESG banking practices.

The Bankers 'Bank of the Year' accolade is among the most coveted and widely regarded award in the banking industry. Often contested by the world's leading financial institutions, the winners span across Africa, Asia-Pacific, Central & Eastern Europe, Latin America, the Middle East, North America and Western Europe.

Commenting on the award, the Group Managing Director/Chief Executive of Zenith Bank Plc, Dame (Dr.) Adaeze Umeoji, OON, said "We are delighted and honored to have been recognized as the Bank of the Year, Nigeria in The Banker's Bank of the Year Awards 2024. This award is a testament to the unwavering trust and loyalty of our esteemed customers, the unparalleled leadership and guidance of the Board and Management as well as the hard work and dedication of our staff."

[Read more on theindustryng.com](#)



Nestlé Nigeria wins big at NECA, CIPM awards

Nestlé Nigeria has emerged winner of the "NECA Excellence Award in Food & Beverages (Food) category at the 'Employers' Excellence Awards 2024', organized by Nigeria Employers' Consultative Association (NECA), in Lagos recently. The Company was also recognized for its investment in sustainability with the "Visible Impact Award in Investment in SDG and Green Projects" award.

The Employers' Excellence Awards celebrates companies that made significant contributions to the economy during the year while prioritizing employee well-being, inclusivity, diversity and sustainability, especially in a challenging business environment.

Mr. Adewale-Smatt Oyerinde, Director-General of NECA said, "The Employers' Excellence Award has become a beacon of inspiration for companies in Nigeria, demonstrating that businesses can thrive by nurturing their workforce, investing in innovation, and giving back to the community. Nestlé has set a remarkable example of delivering positive impact for their people and the environment while successfully navigating today's business challenges."

It is significant to note that in October 2024, Nestlé Nigeria also emerged winner in 11 out of 15 categories at the Chartered Institute of Personnel Management of Nigeria, CIPMN, Human Resources Best Practices OSCAR Awards.

"We are deeply honored to receive these prestigious awards," stated Mr. Shakiru Lawal, Country Human Resources Manager, Nestlé Nigeria.

[Read more on theindustryng.com](#)

Mouka, Dimeji Osingunwa bag award in USA

Mouka Limited, Nigeria's foremost manufacturer of high-quality sleep products, added another feather to its cap at the Nigeria Independent Ball Awards (NIBAD) in Baltimore, USA.

The Mouka brand earned the prestigious Product Durability Quality Award – corporate Excellence, while its Chief Commercial Officer, Dimeji Osingunwa, was presented with the Commercial Director of Distinction Award.

The awards and certificates were presented by the convener of NIBAD 2024, Sir Olaniyi Tabi, on behalf of the Mayor of Baltimore.

According to Sir Tabi, "The award presented to the Mouka brand is a testament to its longstanding reputation for producing resilient, high-quality products. The accolades also reflect Mouka Foam's dedication to excellence and the company's promise to deliver consumer value consistently. The esteemed award to its CCO is presented to recognise his impactful leadership in steering the commercial engine of the great company to success year after year."

In his acceptance speech, Dimeji expressed gratitude on behalf of Mouka Foam, acknowledging the dedication of his team and emphasising the company's mission of adding comfort to life. "We remain driven by our core values of performance, passion, innovation, excellence and integrity. We don't compromise..." [Read more on theindustryng.com](#)



ARISE News broadcaster, Sulaiman Aledeh now MD, EBS

The Edo State Governor, Monday Okpebholo, has approved the appointment of Suleiman Aledeh as the substantive Managing Director of the state-owned Edo Broadcasting Service.

According to a statement on Saturday by the governor's Chief Press Secretary, Fred Inua, the appointment will take immediate effect.

The statement read in part, "The Edo State Governor, Senator Monday Okpebholo, has approved the appointment of Suleiman Aledeh as the substantive Managing Director of the State-owned Edo Broadcasting Service. His appointment takes immediate effect."

"Aledeh is an international journalist, editor-at-large, strategic media, and communication consultant. He has over two decades of experience in broadcast journalism across both radio and television."

"He has made significant contributions to prestigious international news channels, including Al Jazeera, SABC, and GB News UK. Currently, he anchors various news programmes at Arise News and shares his insights on Classic FM."

"A graduate of Philosophy from the University of Benin (1999), Sulaiman began his media career while still a student, working at Edo Broadcasting Service."

"He later served at Ebonyi Radio during his National Youth Service Corps (NYSC) scheme, becoming the first corps member permitted to read the station's major news bulletin. "He further established his voice at the Federal Radio Corporation of Nigeria, where he created and presented influential shows."

[Read more on theindustryng.com](#)



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