

**NATIONAL INSTITUTE OF MARKETING OF NIGERIA  
2024 ELECTIONS  
PROFILE AND STATEMENT OF PURPOSE**

<b>POSITION/ OFFICE</b>	<b>NAME</b>	<b>PROFILE AND STATEMENT OF PURPOSE</b>
<b>COUNCIL SEAT</b>	<b>ALH IBRAHIM YUSUF YAKASAI</b>	 <p><b>BRIEF PROFILE OF ALH IBRAHIM YUSUF YAKASAI</b></p> <p>Alh. Ibrahim Yusuf Yakasai was born in Kano city of Kano State. The pioneered Director of the Department of Outdoor Advertisement &amp; Signage (DOAS) of the Federal Capital Territory Administration (FCTA) Abuja. Obtained Higher National Diploma (HND) Marketing in 1988 from Kano State Polytechnic. Post Graduate Diploma in Management (PGDM) in 1996 from Bayero University Kano and Master of Business Administration (MBA) in 2002 from the same Bayero University Kano.</p> <p>Alhaji Ibrahim Yusuf Yakasai is Alumni of the prestigious Lagos Business School (LBS) smp33. He is a Fellow of the National Institute of Marketing of Nigeria (fnimn). Alhaji Ibrahim has attended various Management courses and seminars within and outside Nigeria.</p> <p>He started his carrier with Nigerian Tobacco Company Plc as Zonal Sales Representative in 1989 to 1991. Young Ibrahim was a pioneer management staff of Ikara Food Processing Company Ltd.</p> <p>In 1992 he joined Kewalram Nigeria Ltd. Member of the Kewalram/Charia Group as Assistant Sales Manager up to 1996 when he was promoted to Branch Manager and posted to North East based in Maiduguri to develop the Region. Within two years Alh. Ibrahim Yusuf exceeded his target and was promoted to Regional Sales Manager (FMCG and Auto-accessories) for the whole North from 1998 to 2002. After working with Kewalram/Chanrai Group for ten (10) years, Alh. Ibrahim Yusuf resigned voluntarily and establish his own Company Zakuwa Nigeria Ltd. and Kewalram Nigeria automatically appoint his Company as distributor of its products in 2002.</p> <p>As a professional Sales and Marketing person, who has passion for the industry, in the same year 2002 Dangote Group invited Alh. Ibrahim Yusuf to work with the Cement Division, as Sales Manager (Cement) for the whole North, to increase the Distribution network, sales volume and establish the sales Unit in the Northern Region. In 2004 he was promoted to Sub-Regional Executive, in charge of administration and all Dangote products in Sokoto sub-region, comprising sokoto, Zamfara, Kebbi and Katsina states. He served only for seven (7) months on that capacity, then</p>

promoted to National Marketing Manager of Dangote Flour Mills Plc from May 2005 to March 2009. As National Marketing Manager, he introduced a lot of innovation in building the Dangote Flour Mills brands and introduced new brands as well that added value to the company. In March 2009, Alhaji Ibrahim Yusuf voluntarily resigned from Dangote Flour Mills Pic and establish Sharp Edge Marketing Communication Ltd as Advertising and Marketing consultants, brand building and full marketing communication company. Alh. Yusuf later in 2013 joint FCTA as a pioneered Director of DOAS, where he served for six (6) years retired in 2019. He is currently the MD / CEO of Sharp Edge Marketing Communication Ltd, member OAAN (191). Alh. Ibrahim Yusuf is in to farming and married with children.

### **MY PURPOSE STATEMENT**

Alh. Ibrahim Yusuf Yakasai's campaign for the position of Council Member at the National Institute of Marketing of Nigeria (NIMN):

#### **Positioning Statement**

"Empowering the Future of Marketing with Integrity, Innovation, and Accountability."

#### **Value Proposition**

"With decades of hands-on experience and a steadfast commitment to excellence, Alh. Ibrahim Yusuf Yakasai brings unparalleled expertise to the table. As a Council Member, he will drive forward the National Institute of Marketing of Nigeria with innovative strategies, ethical leadership, and a dedication to fostering a culture of continuous improvement. His vision is to elevate the standards of marketing practices in Nigeria, ensuring that all members benefit from enhanced professional development and industry-leading initiatives."

#### **Critical Success Factors**

1. Proven Leadership and Experience:
  - Leverage extensive experience in marketing and leadership roles to provide strategic direction and guidance to the institute.
  - Utilize a deep understanding of the marketing landscape in Nigeria to address the unique challenges and opportunities faced by the industry.
2. Commitment to Innovation:
  - Foster a culture of innovation within NIMN, encouraging the adoption of cutting-edge marketing techniques and technologies.
  - Introduce programs and initiatives that drive continuous professional development and upskilling for members.
3. Integrity and Accountability:
  - Uphold the highest standards of integrity and transparency in all council activities.
  - Ensure that all decisions and actions are made with accountability, fostering

		<p>trust and confidence among members.</p> <p>4. Member-Centric Approach:</p> <ul style="list-style-type: none"><li>- Prioritize the needs and interests of NIMN members, actively seeking their input and feedback to inform council decisions.</li><li>- Develop programs and resources that directly benefit members, enhancing their professional growth and success.</li></ul> <p>5. Strategic Partnerships and Collaboration:</p> <ul style="list-style-type: none"><li>- Build strong relationships with key stakeholders, including industry leaders, educational institutions, and government bodies.</li><li>- Facilitate collaborations that create new opportunities for NIMN members and advance the marketing profession in Nigeria.</li></ul> <p>By focusing on these critical success factors, Alh. Ibrahim Yusuf Yakasai can effectively position himself as the ideal candidate for the Council Member role, demonstrating his dedication to advancing the National Institute of Marketing of Nigeria and its members.</p>
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