


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

POSITION/ OFFICE	NAME	PROFILE AND STATEMENT OF PURPOSE
2ND - VICE PRESIDENT	MR OKAFOR WALTER KENECHUKWU	 <p>BRIEF PROFILE OF OKAFOR WALTER KENECHUKWU Walter Okafor, is a graduate of Marketing from the prestigious University Of Nigeria and also attended several professional courses at Institutions not limited to London Business School and Harvard Business School USA. He is a skilled Senior Commercial (Sales and Marketing) Professional with 25 years of experience traversing sales, Marketing and Nutrition in Nigeria, West Africa and Europe.</p> <p>In his career, Walter has demonstrated passion to deliver results; he has shown captivating skills as well as ability in building interpersonal relationships and leaderships capabilities. He has also exhibited technical marketing skills, has been able to build trust, value others, communicate effectively, drive execution, foster innovation, focus on delivery to customers, collaborate with others, solve problem creatively and show a high level of integrity.</p> <p>He is a Senior Executive with verifiable year-on-year success achieving revenue, profit and business growth objectives within Multinational Corporation and rapidly changing environment.</p> <p>He has experience in developing Sales and Marketing strategies across West Africa which requires a deep understanding of critical business drivers in multi-cultural and multi-ethnic markets, expertise in developing successful route-to-market and activations.</p> <p>He led and motivated teams across West and Central Africa comprising more than 100 employees and managed P&L for business divisions exceeding N20 Billion in revenue.</p> <p>In February 2013, after attaining to the pinnacle of his career, he retired from Nestle Nigeria Plc as Commercial Manager, Nestle Water. He currently runs a Marketing Consultancy firm, Kenwaltz Resources Limited. The company is primarily into, Outsourcing, Recruitment and Manpower Development,</p>

Marketing and Sales Consultancy and Event Management. He is also an Executive Director (Sales & Marketing) Acurex Diagnostics Limited.

Walter is an active member of his Professional Association, National Institute of Marketing of Nigeria (NIMN). He is a fellow of the Institute, former Ikeja Chapter Chairman, and former Council member of the Board of the Institute (NIMN). He is also a Council member of Association of Professional Bodies of Nigeria (APBN) and Non-Executive Board member of Ukpor Micro-Finance.

MY PURPOSE STATEMENT

I, Walter Okafor, I am writing to express my intent to run for the position of 2nd Vice President of the National Institute of Nigeria (NIMN) during the June 2024 elections.

I have been involved with the Institute for over two decades, a Fellow of the Institute, former Council member, former Chairman of Ikeja Chapter, former Institute Chairman for Training and Development Committee. I believe that these positions have prepared me well for the position of 2nd Vice President.

I say this because, I am a well grounded in the procedural structure and feel confident that I will once again serve the Institute very diligently.

As an active member, I have a clear understanding that career enhancement, proper networking with colleagues and increase in marketing knowledge are what members expect from a Principal Officer.

In addition to success, supplemented with my strong work ethics and versatile background, I will help to put the Institute in a position for further success and growth.

I would be honoured to serve as the 2nd Vice President of our great Institute. If elected, I will:

- Support President and the Council in driving positioning of the Institute and continuously brand equity.
- Ensure equity and transparency of the Institute through full involvement in the decision making process.
- Drive affiliation with other Professional Bodies, make NIMN more attractive thereby increase membership and generate income for the Institute.

Thank you for taking time to read my statement of purpose and for your consideration.