

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

| <b>POSITION/<br/>OFFICE</b>                | <b>NAME</b>                    | <b>PROFILE AND STATEMENT OF PURPOSE</b>  |
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| <b>1<sup>ST</sup> - VICE<br/>PRESIDENT</b> | <b>BOLAJOKO<br/>BAYO-AJAYI</b> |  <p><b>BRIEF PROFILE OF BOLAJOKO BAYO-AJAYI</b><br/>           Bolajoko is a marketing &amp; management professional with 25 years of work and multi-billion-naira budget management experience. She has expansive experience working with some of the world’s biggest multinationals, including Guinness Nigeria PLC (Diageo) and Coca-Cola Nigeria Limited. Bolajoko has developed and managed several global brands through various product life cycles, driving sustainability, turnaround and growth. Bolajoko is a thorough-bred marketing professional, who is passionate about building brands; she possesses both industry and private practice experience across many brands and industries. She is a trainer and workshop facilitator. She is a people leader and demonstrates strong leadership qualities. She is a certified Coach from the Coaching Academy UK, qualifying with a distinction in Personal Performance Coaching. She compliments her work as a marketing professional &amp; trainer with coaching, a combination that delivers a robust output. Bolajoko is passionate about people development and has served as a mentor and coach to many people at work and in her secular life. She is passionate about supporting people, especially young girls with low self-esteem and self-confidence. This led to the establishment of Every Girl Empowered Foundation; a foundation focused on building the confidence of the girl child.<br/>           Bolajoko studied Economics at the Obafemi Awolowo University Ile-Ife graduating in 1997 with a second-class Upper degree and holds an MBA from the University of Lagos, Akoka. She also holds a Diploma in Professional Marketing from the Chartered Institute of Marketing (U.K.). She is currently a Doctoral student in Business &amp; Entrepreneurship. A member of several professional bodies; Chartered Institute of Marketing (UK), a fellow of the National Institute of Marketing of Nigeria (NIMN), Member, of the Advertisers Regulatory Council of Nigeria (ARCON), Women in Management, Business &amp; Public Service (WIMBIZ) and member of the International Coach Federation (ICF) Nigeria Chapter.<br/>           She is an author, having written books on Marketing, Children &amp; Girl empowerment. She is a speaker at events, conferences and seminars.</p> |

## MY PURPOSE STATEMENT

My name is Bolajoko Bayo-Ajayi (fnimn, CPC) and I am excited to be a candidate for the position of first Vice President. I take this as a call to service for the advancement of the marketing profession; a profession that has defined who I am for the past 25 years of my career.

Looking back at the professional experience, opportunities and privileges that I have been blessed with, I believe the time has come for me to play a more involving role in the advancement of the profession and the Institute. This is a call for leadership and a call to add value. From joining the Institute in 2003 as an Associate, till now, I have demonstrated my commitment to the advancement of the body. I have given myself to the service of the Institute, contributing my time and expertise when called upon. In the past couple of years, I have had increasing engagements and responsibilities being given to me, which I have embraced with the utmost level of seriousness. I am proud of the achievements that have been recorded by NIMN in some of the initiatives and alliances to drive growth; these require consolidation and more growth-minded individuals to come into positions of leadership to take the Institute to enviable heights. This will add value and credibility to us as practitioners as well as the Institute at large. Given the solid structure that has been built for the Institute over the years; there is a need to further entrench and make our great Institute future-proof.

It is on this premise that I offer myself as a candidate for the upcoming election of NIMN, for the position of 1st Vice President.

My candidacy is hinged on 5-key agendas, under the platform – Reaching New Heights

- 1. Promoting Excellence:** We need to foster a culture of excellence by supporting ongoing professional development, and ensuring our members have access to the latest resources, training, and industry best practices.
- 2. Advancing Innovation:** We need to be at the cutting edge of technology and innovative solutions that will enhance our field, making sure our profession remains at the cutting edge. Promote a culture of innovation within our Institute by encouraging the adoption of new marketing tools, strategies, and technologies.
- 3. Enhancing Collaboration:** Strengthen networks and partnerships within and outside our Institute, facilitating knowledge exchange and collaborative opportunities that benefit all members.
- 4. Boosting Organisational Visibility:** Increase the visibility and influence of our Institute within the marketing community and beyond through strategic campaigns that highlight our Institute's achievements and the value we bring to our members.
- 5. Championing Diversity and Inclusion:** Advocate for diversity and inclusion within our Institute and the wider marketing industry. I will support initiatives that ensure our membership reflects a wide range of voices and perspectives, fostering a more inclusive and dynamic professional environment.

With a track record of 25 years of professional Marketing experience, built on

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|  |  | <p>integrity, excellence and a proven track record of leadership, I am prepared to dedicate my skills and passion to the service of our profession. Together, we can build a dynamic future that embraces the potential of tomorrow. Together, we can elevate our Institute and empower our members to reach new heights in their professional journey.</p> |
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**Together, let's reach new heights**