

MY PURPOSE STATEMENT

My name is Bolajoko Bayo-Ajayi (fnimn, CPC, DBA) and I am excited to be a candidate for the position of President of our great institute. In the past one year, I have functioned as a council member in the position of the 1st Vice President. This has positioned me to experience the intricacies of the Institute from an insider perspective and opened my eyes to the opportunities and necessities to take our Institute forward.

The National Institute of Marketing of Nigeria (NIMN) has made remarkable progress over the years, driven by the tenacity and dedication of the Council under the capable leadership of our IPP and current President. However, there remains even more we can achieve together to elevate our Institute to greater heights.

Over the years, I have served the Institute in various capacities, committing my time and expertise whenever called upon. These roles have included:

- Moderator at various Institute events
- Trainer and Facilitator at numerous workshops and training sessions
- Member, Learning and Development Committee
- Chairperson, Coaching and Mentoring Committee
- Chairperson, Membership Upgrade Committee
- Most recently, 1st Vice President of the Institute

My decision to run for the position of President is therefore not just an aspiration, but a renewed commitment and a higher call to serve our Institute with even greater dedication.

There are significant challenges presently confronting our great Institute:

1. Membership issues:

Despite having a wealth of members at various membership cadres, we do not enjoy the benefits of their experience and influence, due to low engagement. It is, therefore, important that we harness the diverse and collective wealth of experience within our membership to move the Institute forward. Additionally, we recognize a concerning trend, whereas a significant number of our members have not kept up with their annual dues. While we've made commendable strides in diversifying our income streams beyond membership subscriptions, the low rate of dues

payment remains a challenge that deserves our collective attention to sustain the growth and impact of our great Institute. It is worth noting that currently, only 24% of our members are up to date with their payments.

Secretariat Operations:

Our Secretariat should be positioned to effectively serve the evolving needs of our members. At present, our operations are still largely manual and fall short of modern best practices. We therefore need to drive operational excellence by adopting the right tools and capabilities to ensure a more efficient, responsive and seamless secretariat.

2. Brand Visibility:

There has been expanded collaboration and strategic partnership with CIM (UK), Lagos Business School (LBS) AND sectoral groups – ARCON and NIPR; geared towards giving our members opportunities for career growth and advancement as well as networking opportunities. However, there are still significant opportunities to drive more visibility for the Institute within the corporate, public sector as well as government circles. We need to be the reference point for the Marketing profession in Nigeria, an association that should be desired by members and aspiring members.

3. Illegal practice of Marketing:

The enforcement of act no. 25 2003 vesting the regulation and controlling the practice of marketing profession in Nigeria in NIMN has faced challenges with full compliance despite efforts by past Presidents and Council in ensuring compliance. This is a challenge that needs to be tackled head on.

I am proud of the achievements that have been recorded by NIMN in 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 the next level. This will add value and credibility to us as practitioners as well as the Institute at large. This is the time to rise and make our great Institute future-proof.

It is on this premise that I offer myself as a candidate for the position of **President**.

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

1. **Revive members' pride:** Our members must be proud to be members of NIMN, and my focus will be to build this through engagement across cadres of members as well as focus on lapsed

members. We will reach out and institute platforms to build bridges and alignments. Showcase & recognition of members in key positions, networking events, etc

2. **Drive Advocacy:** Build direct engagements with corporates, public sectors and government in recognising the role of NIMN in regulating and controlling the practice of Marketing. Drive enforcement by lobbying corporates to recognise NIMN membership as a criterion for job listing of Marketing roles. Lobby corporates to take on the role of paying subscription for their employees, therefore alleviating members of the burden. Create platforms for regular dialogues with key stakeholders, thereby increasing visibility for NIMN.
3. **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. Leverage the experience and knowledge of members in growing the next generation of marketers through coaching and mentoring and recognising excellence in service. I will institute an award system to recognise members who have distinguished themselves as marketers.
4. **Collaboration & Boosting Organisational Visibility:** Strengthen networks and partnerships within and outside our Institute, facilitating knowledge exchange and collaborative opportunities that benefit all members. 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 an inclusive and dynamic professional environment; Women in Marketing Initiatives, platform that recognises generational differences.

With a track record of 26 years of professional Marketing experience, built on character, integrity, competence, excellence and a proven history of impactful leadership, I am prepared to dedicate my skills and passion to the service of our profession. Together, we can shape a dynamic future that harnesses the opportunities ahead. Together, we can elevate our Institute and empower our members to achieve new heights in their professional journeys.

Together, lets reach new heights.