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# Press Release

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The National Institute of Marketing of Nigeria (NIMN) has elected Mrs Bolajoko Bayo-Ajayi as its first female President. The election was held in Uyo, Akwa Ibom State as part of its 2025 Annual Marketing Conference and AGM.

Dr Bolajoko Bayo-Ajayi, a seasoned marketer, brings over two decades of experience spanning diverse sectors and industries. She succeeds Mr. Idorennya Enang whose tenure of 4 years has led to a remarkable transformation of the Institute.

The election of Dr. Bolajoko Bayo-Ajayi as the first female President of the National Institute of Marketing of Nigeria (NIMN) is a landmark moment, and it marks a significant milestone for the institute, and the marketing industry at large.

Dr. Bolajoko Bayo-Ajayi serves as an inspiration and empowerment for Women in Marketing, and to current and future generations of marketers across Nigeria. Her rise to leadership is a testament to the progressive values of the institute and it will encourage greater engagement among members, fostering more inclusiveness and diversity.

As she superintends over the National Institute of Marketing of Nigeria in the next two years, the newly elected President, Dr. Bolajoko Bayo-Ajayi, a Fellow of the Institute, is primed to build on the legacies of her predecessor in office by leaving enviable footprints in the annals of the marketing profession. She brings on board, a clear vision as outlined in her 5-point agenda.

The President and Chairman of Council has emphasized the importance of driving better engagement among members as well as in driving advocacy on the role of the NIMN as entrenched in Act no 25 of 2003.

The election of Dr. Bolajoko Bayo-Ajayi is poised to enhance the visibility of the Institute and also bring about stronger industry partnerships. A key imperative for Dr. Bayo-Ajayi being driving collaboration across the marketing ecosystem and exploiting the gains of the strategic partnership that exists with key stakeholders.

We look forward to an impactful tenure that will usher in transformative leadership, growth and a renewal of members' pride in the institute.



**Ms. Patience Sado, mnimn**  
Registrar/Secretary to Council