


**NATIONAL INSTITUTE OF MARKETING OF NIGERIA (NIMN)
2020 ELECTIONS- CANDIDATES' PROFILE AND STATEMENT OF PURPOSE**

POSITION CONTESTING FOR	NAME OF CONTESTANT	CONTESTANT PROFILE AND POSITION STATEMENT
COUNCIL MEMBER	ADENIKE OLUFUNKE OLUFADE	<div style="text-align: right; margin-bottom: 20px;">  </div> <p>BRIEF PROFILE</p> <p>ADENIKE OLUFUNKE OLUFADE (N006/28856) MANAGING DIRECTOR/CEO, DIGIMAGE CONSULT</p> <p>Adenike Olufade is a seasoned and accomplished Corporate Executive with many years cognate experience in Marketing and Business Administration.</p> <p>Formerly EXECUTIVE DIRECTOR MARKETING (NTA), She is currently the MD/CEO of DIGIMAGE Consult and Chairman, NIMN LAGOS Island Chapter.</p> <p>Had a distinguished career at the NIGERIAN TELEVISION AUTHORITY for over 36 years holding various key management positions including:</p> <ul style="list-style-type: none"> • Pioneer GENERAL MANAGER NTA Ijebu-Ode. • GENERAL MANAGER NTA Abeokuta • GENERAL MANAGER NTA Lagos (Channel 10) • GENERAL MANAGER NTA Ado-Ekiti • ZONAL DIRECTOR, NTA Ibadan Network Centre • ZONAL DIRECTOR, NTA Lagos Network Centre

- MANAGING DIRECTOR TV Enterprises
- CHAIRMAN, TV Enterprises
- EXECUTIVE DIRECTOR MARKETING
- MEMBER, NTA BOARD OF DIRECTORS

EDUCATION:

- University of Ife (now O.A. U) B.A.English
- University of Ibadan M.B.A
- M.Phil. (Peace & conflict studies) PhD in view.

Her skills, expertise and competencies include being a consummate marketing strategist, market and trend analyst, business and marketing analyst, staff development, a deep knowledge of product launch strategies and execution. She is also a team builder, coach and mentor.

PROFFESIONAL BODIES

- FELLOW, National Institute of Marketing of Nigeria (FNIMN)
- FELLOW, Institute of Strategic Customer Service & Trade Management of Nigeria (FICSTM).
- FELLOW, Society for Peace Studies & Practice (FSPSP)
- FELLOW, Institute of Corp. Administration
- MEMBER, Nigerian Institute of Public Relations (MNIPR)
- MEMBER, American Marketing Association (AMA),
- As. MEMBER, Advertising Practitioners of Nigeria (APCON)
- Associate MEMBER, Women in Management Business (WIMBIZ)
- Member, NIMN Government Relationship & Advocacy Committee

STATEMENT OF PURPOSE

I am writing to express my intention to run for the position of a COUNCIL member so as to assist in moving the National Institute of Marketing of Nigeria (NIMN) to greater heights. For long and as a FELLOW in the Institute, I have developed a deep interest and passion for issues that relate to the progress of my professional body (NIMN) and therefore determined to assist, support, and contribute to the success of the institute.

Also, as a member of NIMN Government Relations and Advocacy committee, I have had the opportunity to contribute to building favourable relationships between NIMN and relevant Government agencies.

The many leadership positions I occupied while climbing the ladder at Nigerian Television Authority (NTA) where I rose to the highest marketing cadre in my career - Executive Director Marketing - has also definitely prepared me adequately for this Council membership.

I would therefore be honoured if elected to serve as a Council member, promising to work actively with my fellow members and the entire Executive body.

PLEASE VOTE FOR ME

Thank you.

Adenike Olufade *Fnimn*

Lagos Island Chapter

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