

**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
2ND VICE PRESIDENT	CHUKA OLISE EBORAH	<div style="text-align: right; margin-bottom: 20px;">  </div> <p style="text-align: center;">BRIEF PROFILE OF CHUKA OLISE EBORAH(N007/21939)</p> <p>My goal is to help people achieve their personal and business goals faster and easier than they ever imagined.</p> <p>I am CHUKA Eborah. a consummate marketing professional with over two and half decades of post-graduation experience. I am also vast in commercial and logistics support services. My other areas of experience include customer care, new product development, distribution management, market development, channel management, sales force management, route to market design and implementation. I have a proven track record in management of B2B and B2C businesses. I brought to profitability several Key Distributors and managed notable Business Partners to top positions in Nigerian Tobacco Company Plc (BATco) and Cadbury Nigeria Plc. During 2006/2007, when Cadbury Plc was going through trying times, I was deployed to manage the ‘conduit pipe’ where part of the company’s problem were identified. Taking up the challenge, I re-engineered the Distribution system of Cadbury Nigeria Plc drawing from my experiences as a former Area Sales Manager, Customer Services Manager, Retail Promotions Manager, Key Account Manager and Key Distribution Manager. Later serve as Regional Sales Manager and National Activation Manager with Cadbury Nigeria Plc.</p> <p>I am a Fellow and a serving Council Member of National Institute of Marketing of Nigeria where I am currently Chairman, Human Capacity Development. I hold B.Sc. & an MBA degrees in Marketing from the University of Nigeria. I speak to corporate and public audiences on the subjects of Personal and Professional Development in the field of sales and marketing, customer care, logistics, management and business development. I have spoken to corporate organizations, universities and coordinated training programmes at multiple levels.</p>

I am a member of the Board of Directors of Destiny Youth Voice Foundation. The foundation has won an international award in Cadbury for community development 2009. I belong to many political and business organizations for purpose of networking and development.

Currently I am the Managing Director of Bechuro Nigeria Limited (an Integrated Marketing Communication company) with emphasis on Trade & Brand Activation.

I have traveled for leisure and business to some 15 countries in five continents. I play active rolls in community and national affairs; a Field Representative with Full Gospel Business Men's fellowship International, President K'Ibedinma Club and Board of Trusty Secretary, Onicha Olona Development Union, Delta (My home town).

I am happily married to Joy and we are blessed with four children (two boys & two girls).

My agenda is to utilize peaceful atmosphere engendered thus far for:

1. Membership Administration:

- Embark on aggressive drive to increase membership by 20%-30% within 24 months by increasing and participating on chapter solidity.
- Advocate recognition of member's participation and activities in chapters to promote service and networking.

2. National Policy Advocacy and Discourse:

- Promote, review and making input into national economic policy formulation.
- Promote industry related information and issues for national discourse.

3. Professional and Educational Focus:

- Enhance quality of Institute's qualifications and re-invigorate marketing educators programmes.
- Encouragement of increased student membership by a focused visit and mentoring.

4. Capacity and Administrative focus:

Ensure staff discharge duties professionally, diligently and effectively through emphasis on capacity building which is my heartbeat.

5. Enforcement compliance with provisions of NIMN Act No.25 of 2003

Through purposeful leadership, Consultations, Moral suasions. Law

6. Amendment of Relevant NIMN Act No 25 of 2003

Receive and analysis inputs for amendment at the appropriate authority (National Assembly)