


**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	DR PETER ORIAVWOTE	<div style="text-align: right;">  </div> <p style="text-align: center;">BRIEF PROFILE OF DR. PETER ORIAVWOTE (Membership No. N003/28228)</p> <p>Dr. Peter Oriavwote is currently the MD/CEO of Salus Trust Ltd, a National Health Maintenance Organisation (HMO). He has 35 years experience in Sales & Marketing, Management Consulting, Healthcare Financing and Insurance Practice both in the United States of America and Nigeria. Peter has served the National Institute of Marketing of Nigeria in several positions and capacities, from 2016. He has been Chairman, NIMN Lagos Mainland Chapter (2016 till date). Some appointments bestowed on him by the governing council of NIMN include:</p> <ul style="list-style-type: none"> • Member, committee for the installation of President and Chairman of Council of NIMN; 2017 and 2019. • Chairman, Ad hoc Committee on Sourcing for External Auditors for NIMN (Dec. 2019). • Assessor to the Journal of Marketing of the Institute (2017 till date).

- Member, NIMN Disciplinary Committee (2019).
- Member, Panel of Investigation (2016). Member, Panel of Interviewers (2017 and 2019).
- Member, NIMN Chapters Development Committee (2017).
- Member, Ad hoc Committee on Review of NIMN Retreat Blue Print (Setting Priorities and Timelines); 2018. Member, NIMN Budget and Finance Committee (2017 and 2019).

Dr. Oriavwote was Keynote Speaker at the NIMN Membership Induction held in August 2018 at the Lagos Sheraton Hotel.

He holds Bachelors, Masters and Doctor of Philosophy degrees in Animal Science, Marketing and Marketing Management respectively. Dr Oriavwote has several professional qualifications and certifications in Sales, Marketing, Business Management and Accounting. He holds the Certificate in Marketing from the Chartered Institute of Marketing, Berkshire, United Kingdom. As precursor to the above, Peter Oriavwote attended two of the best Schools in Nigeria in their respective categories; Government College Ughelli (GCU), Delta State and University of Nigeria Nsukka (UNN). The discipline and high academic standards maintained by these Institutions have always propelled him to succeed in all the tasks he has ever encountered. He is author of two books on Marketing and Management with over 60 scholarly articles and research projects, published in several Journals across the world. He has attended numerous Seminars and Workshops in Nigeria and Overseas; including the Lagos Business School.

He has Fellowships of recognizable Institutes/Bodies invested on him: National Institute of Marketing of Nigeria (NIMN); Nigerian Institute of Management (NIM); Institute of Management Consultants (IMC) and Institute of Healthcare Finance and Management (IHFM). Peter has been in the Boardroom, playing Directorship roles since 1992: starting as a Member of the Governing Council of the Delta State College of Education, Agbor. He has been Chairman, Alpha Delta Consults Limited and Sepetson Limited from 1993 till date. He has been on the Board of Salus Trust Ltd since 2008, first as Marketing Director before his elevation

to the office of Managing Director, in 2012. He is the current Vice-Chairman of Health and Managed Care Association of Nigeria (HMCAN - the National Body of all HMOs in Nigeria). Peter served meritoriously as Marketing and Sales Manager at Bendel Feed and Flour Mill Limited, Ewu, Edo State where he served for 16 years before he retired voluntarily and left for the United States of America. He worked as Internet Sales Manager at Route 22 Toyota, Hillside, New Jersey from 2004 to 2008. He was awarded Master Sales Consultant Certification in 2008 having successfully navigated and passed all the qualifying examinations at the University of Toyota, in theory and practice.

Dr. Oriavwote is a Paul Harris Fellow, Past President of the Rotary Club of New Haven, and Past Assistant Governor of Rotary International District 9140. He advocates the Four Way Test of the Things we Think, Say or Do. He is an ardent Catholic and Sir Knight of the Order of Knights of St. Mulumba (KSM), Nigeria. He is happily married to his jewel of inestimable value, Mrs. Dorean Oriavwote and they are blessed with very lovely children.

STATEMENT OF PURPOSE

I, Dr. Peter Oriavwote, have served NIMN in several capacities at the chapter level, governing council committees and attended so many workshops, marketing conferences and annual general meetings of the Institute of Marketing in Nigeria since 1990. It is now time to serve on the governing council of our highly acclaimed NIMN to assist in the rapid growth of the Institute, if you give the approval.

I remained committed to setting sustainable Accounting systems and controls that would make the accounting function very simple and bring the Institute's risk exposure to the barest minimum.

It is my pledge to add value to NIMN under the able leadership of the President and Chairman of Council by helping to set Budgetary and Finance templates that would grow the Institute's Income by 50% within the next two years through sound revenue-generating strategies while prudently reducing payables and other accrued liabilities.

One major way of growing the Income of the Institute is to increase the quantity and quality of membership, both Corporate and Individual. I will contribute significantly to strategies of the Council aimed at increasing Income from membership growth.

Participation of Corporate members in the activities of the Institute especially patronage of our Training programmes shall be scaled up within the next two years to improve our Institute's revenue generation to improve our working capital.

Next, I shall contribute relentlessly to our Asset management strategies to improve our brand equity, while helping Council to develop programmes that would benefit members.

I shall surely live up to the expectation of members and strive to surpass it.

Thank you and God Bless you all!

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