


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

Position Contesting for President	Name of Contestant	Constant profile and position statement
First Vice President (VP I)	Dr Umar Musa Mustapha 08098666266	<p>PROFILE OF DR UMAR MUSA MUSTAPHA</p>  <p>Dr Umar Musa Mustapha was born in Kano, Kano State. He is the current First Vice President (VP1) of our Great Institute, the National Institute of Marketing of Nigeria (NIMN).</p> <p>Dr. Mustapha is a visionary, dynamic, thoroughbred Marketer, Chartered Engineer, Mathematician, Economist, Decision-maker and Entrepreneur. He has held visible leadership positions such as Board Chairman, Pro-Chancellor, Managing Director, General Manager, Teacher and Consultant, while working for world-class Multinationals and Nigerian public and private organizations. He possesses over 35 years work experience with 18 years at board level.</p> <p>Dr. Mustapha is a multi-disciplinary scholar with an impeccable educational background as well as professional pedigree. He graduated from the Bayero University, Kano in 1984 with BSc Mathematics and served the country under the NYSC scheme in Lagos State. His interest in learning prompted him to devote time to make some postgraduate studies both in Nigeria and abroad. His postgraduate qualifications spanned across three broad areas (a) Business, Economics and Finance (b) Engineering and Energy, and (c) Agribusiness.</p> <p>Dr. Mustapha has an MSc Economic Management and Policy with specialization in Industrialization, Trade and Economic Policy from</p>

University of Strathclyde, UK; MSc Banking and Finance, and Master in Business Administration (MBA) from Bayero University, Kano; Doctor of Business Administration (DBA) from International School Management, Paris, France; and PhD in Economics, Finance and Entrepreneurship from Portsmouth University, UK.

Engr Mustapha is a Chartered Engineer with Postgraduate and MSc in Engineering from Portsmouth University, UK; MSc Energy from Heriot-Watt University, UK; and Engineering Doctorate (EngD) degree with specialization in Engineering Design and Manufacture from University of Southern Queensland, Australia.

Dr. Mustapha is also an Agribusiness expert; he has an MSc in Agribusiness from Robert Gordon University, UK; and Doctor of Sustainable Agriculture (DSA) with specialization in Developing Sustainable Agribusiness Financing, Commodity Price Variability and Climate Change from Charles Strut University, Australia.

Dr. Mustapha has a rich and veritable Nigerian and International work experiences. He has made significant contribution to the growth of many Organizations/Institutions in financial services, trade, manufacturing, engineering, energy, transportation, healthcare, agribusiness and educational sectors. He has at various times in his career worked for NNPC, Kano State Polytechnic, University of Ibadan, World Bank Agribusiness Development Projects, GlaxoSmithKline Nigeria Pic, Mentholatum Company, Raleigh Nigeria Plc, among many others.

Dr. Mustapha is a renowned scholar with publications in the fields of Economics, Industrialization, Manufacturing, Energy, Agribusiness and Entrepreneurship. He is also highly experienced in higher Institutions policy setting and has been a Council Member in many Universities and Institutions. Dr. Mustapha is immediate past ProChancellor and Governing Council Chairman of Nigerian's premier University, University of Ibadan.

Dr. Mustapha is a Member/Fellow of many professional Nigerian and International bodies including National Institute of Marketing of Nigeria (FNIMN); Nigerian Society of Engineers (FNSE); Nigerian Institute of Directors (FIoD); Nigerian Institute of Management (FNIM); Nigerian Economic Society; UK Royal Economic Society; World Economic Society; International Association of Energy Economics; UK Energy Institute; Chartered Engineer with British Engineering Council, UK; and member of Manufactures Association of Nigeria. Dr. Mustapha is also a philanthropist, a farmer and happily married with children.

POSITION STATEMENT

As a professional manager of people and resources with over 35 years uninterrupted working experience in the field of marketing and also having played various roles in NINM including the current position of 1st Vice President, I very strongly feel that I am now more committed to the course of the institution. In order to serve the institution better, I have taken a conscious decision to rededicate myself to the following:

- a) To positively contribute towards positioning the institute so that it continues to be the first point of contact for all marketing people and organizations, and to also be nationally relevant and globally competitive.
- b) To make the institute a great influencer of government and enterprises policy setting inline with marketing ethics in accordance with best global practices To being a good steward of people and resources with high sense of accountability, probity and prudence.
- c) To believing that honest and democratic leadership is always the best policy and that trust has to be earned.
- d) To assist organizations to achieve and exceed their set out objectives by mounting an up-to-date and relevant NIMN marketing training and research programmes.
- e) To contribute towards making NIMN more creative and innovative by encouraging the culture of constantly thinking differently in a positive manner.
- f) To make NIMN constantly improve the 'marketing education curriculum in Nigeria' inline with country's marketing needs and global learning requirements for marketing professionals.
- g) To constantly encourage stakeholders in the marketing field to be friends and savers of the environment by encouraging them to commit themselves towards environmental sustainability and acting in an environmentally friendly way.
- h) To assist the president in running the institution in an effective and efficient manner where complex business challenges are overcome by making high-stake decisions using experience-backed judgment.
- i) To rapidly facilitate the enforcement of NIMN regulatory role as enshrined in the NIMN Act which will result in the growth of the institution's membership base and
- j) To encourage members to contribute towards devising ways of increasing strips of incomes for the institution which will make the institution execute its financial commitment including payment of retirees.