

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

<b>POSITION CONTESTING FOR</b>	<b>NAME OF CONTESTANT</b>	<b>CONTESTANT PROFILE AND POSITION STATEMENT</b>
<b>VICE PRESIDENT 1</b>	<b>Dr. Onyekachi Onubogu</b>	 <p><b><u>Brief Profile of Dr. Onyekachi Onubogu</u></b></p> <p>Dr. Onyekachi Onubogu holds a B.sc in Physics from the University of Jos, an MBA from the Gordon’s Institute of Business Sciences in the University of Pretoria, South Africa, an Advanced Management Program certificate from the Wharton Business School of the University of Pennsylvania and a Doctorate degree from the SBS Swiss Business School in Zurich Switzerland.</p> <p>He began his career in Procter and Gamble in Nigeria, and over a ten-year period worked on various brands and various categories in Nigeria, Ghana and South Africa. In 2005, he returned to Nigeria manage the Malta Guinness and subsequently the Guinness brands for Diageo. His work at Guinness remains etched in memory as he was behind the multiple award winning Greatness campaign and the ‘Udeme’ brand personification which saw the brand soar. He would later move back to South Africa to manage the paper care business for Kimberly Clark, South Africa and then to Kenya to lead the consumer goods investment arm of a Russian Private equity firm Prosperity Capital Management based in Nairobi Kenya. Dr. Onubogu returned to Nigeria with Promasidor as general manager marketing and rose to the position of Executive Director Commercial. In seven years, he led the launch and repositioning of Promasidor brands like Loya, Onga, Cowbell Coffee, Cowbell Choco. In September 2017, he was appointed group Executive Director in the TGI group and in a period of 2 years led the conceptualization, production and market launch of Terra seasoning cubes and Golden Terra Soya Oil. He also created the B2C arm of then business which managed product distribution in categories from Food (Big Bull Rice, Oils and Cubes) to Home Care products. He held that position until September 2019. In February 2020, he was appointed CEO of Frutta Juice and Services one of the leading fruit drinks manufacturing outfits in Nigeria.</p> <p>He is on the board of many successful SME,s in Nigeria and South Africa . He also runs a business advisory and consultancy practice.</p>

Dr. Onubogu was an EXCO member of the Advertisers Association Of Nigeria and is a Fellow and current council member of the National Institute of Marketing of Nigeria, President of the Lagos chapter of the Federal Government College Jos Old students association amongst others. He is married to Chinwe and they are blessed with kids.

**Position Statement**

I am proud to have served you in council and elated to have been entrusted in council to serve in various capacities to move our institute forward. I am also very proud to have worked with other council members and the president to move our institute forward in the past 2 years. The experience garnered from working for you and with every member of the institute has been invaluable and for this I want to thank you all.

Our institute is at a defining moment. We have laid the foundations for a new vibrant institute. One that represents the ideals that every marketing professional lives for. An institute that is taking its rightful place in the APBN and one that is slowly but surely being recognized and identified as a place where professionalism, excellence and talent in marketing is recognized, developed and nurtured. These foundations have been laid by the outgoing exco and for this I want to say thank you to everyone. The challenge for the incoming leadership is to further consolidate on what has been done but more importantly help (working with the President and council) to shape the future of our great institute.

Our Institute needs strong leadership that has the experience and has demonstrated its capacity to martial men and resources in order to build an institute that we can all be proud of. The leadership of our Institute carries tremendous responsibility for ensuring that each member is supported in developing the knowledge and skills necessary for making his or her marketing dreams and ideals a reality. It is a responsibility that requires expertise in leadership, talent development, the knowledge and skills necessary to foster a climate focused upon a shared purpose, the ability to develop the skills of the professionals working in the institute so that it's purpose can be realized, and willingness to partner with government, other industry bodies, the private and public sectors and the academia to bring the resources (time, intellect, financial resources and indeed goodwill) necessary to make the purpose and reasons for establishing NIMN a reality. This expertise is what I have spent the last quarter of a century of my life pursuing and my industry, academic and leadership experience is what I offer to our great institute.

We don't have a perfect institute, but I promise that if elected as **your 1<sup>st</sup> Vice President**, the journey to perfection that we have started will I continue to support and champion.

My name remains **Dr. Onyekachi Onubogu** and I offer myself as your **1<sup>st</sup> Vice President**. I hope that you will support my pursuit of excellence and allow me the privilege of serving you as your 1<sup>st</sup> Vice President. Thank-you and God bless us all.