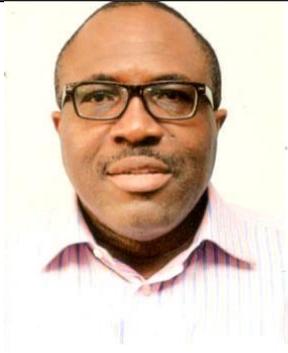


**NATIONAL INSTITUTE OF MARKETING OF NIGERIA (NIMN)
2020 ELECTIONS- CANDIDATES' PROFILE AND STATEMENT OF PURPOSE**

POSITION CONTESTING FOR	NAME OF CONTESTANT	CONTESTANT PROFILE AND POSITION STATEMENT
1ST VICE PRESIDENT	IDORENYEN (IDY) ENANG	<div style="text-align: right; margin-bottom: 20px;">  </div> <p style="text-align: center;">PROFILE OF IDORENYEN ENANG (N006/21764)</p> <p>Idorenyen is a proven reform minded business leader with a passion for development economics. He has demonstrable expertise in Business Management, Organizational Design, Marketing, Sales Operations and a licensed practitioner of Insights Discovery and Liberating Leadership UK.</p> <p>Over the course of his illustrious career spanning over twenty-seven years, Idy as he is fondly called has held key positions of increasing responsibility at Executive Management levels across Africa; building and transforming several global brands like <u>Guinness</u> (a subsidiary of Diageo) as a Brand Manager, <u>Coca-Cola</u> as the Country Marketing Manager in Kenya, Chief of Staff to the Equatorial Africa President, then later driving the business in the East & Central Region as General Manager before moving on to turn-around <u>Cadbury</u> from a near comatose state to profitability as Commercial Director; He had an exceptional stint at <u>Samsung Electronics</u> where he served as Managing Director for Nigeria out of its West Africa Hub in Lagos, and until recently served as the Managing Director for <u>L'Oreal</u> Central West Africa where he managed the two subsidiaries of the beauty giant across West Africa.</p> <p>His exemplary leadership and service in the course of his career put him on a global stage. Idy was elected and he served on the Executive Committee of the World Federation of Advertisers (WFA) as Region Vice President for Africa, alongside other Chief Marketing Officers and Chief Executives of Fortune 500 companies between 2011 and March 2016. He is a Past President of the</p>

Advertisers Association of Nigeria, a Past Chairman of the Heads of Advertising Sectorial Group; and a former member of Council at APCON (the Advertising Practitioners Council of Nigeria), which regulates the practice of Advertising in Nigeria. He also sits on the Advisory Boards of Awesome Treasures Foundation (ATF) and Strap & Safe Child Foundation as the Chair.

Over the past decade, Idy's relentless pursuit of improving the public good within the larger society and professional communities of practice has been recognized with Fellowships of UK's Chartered Institute of Marketing and the National Institute of Marketing Nigeria. Also, In the last few years, he has been adorned with several awards in the course of his service to his career and community.

He is currently the CEO of Corporate Shepherds Limited, an organization founded by him to serve as a social enterprise to develop and enhance people and organizational capability. Driven by a performance and productivity mind set. He runs a bundle of initiatives in the media and open seminars for grooming leaders and young people to improve their competencies and career prospects. Corporate Shepherds currently has a wide array of youths and numerous Executives under her mentorship. In most private and public circles, he is often described as a Trustee of Posterity.

Idy is a trained Economist and holds an MBA with specialty in Marketing. He is a much sought after Speaker in business and leadership management conferences and a columnist in leading publications within the continent. He enjoys reading, listening to music and loves travelling.

POSITION STATEMENT

Idorenyen Enang FNIMN FCIM rpa

'Progress is impossible without change, and those who cannot change their minds cannot change anything' – George Shaw.

These words resonate perfectly and echo musings in my mind and the raison d'être of my decision to run for the First Vice President position. This noble Institute of ours is currently going through a **RE-SET** under the able leadership of the current President and the distinguished Council, and it is pertinent that the right set of leaders are positioned to support the corporate agenda led by the President.

My resolve to contest for the office of the First Vice President is predicated on the following core accountabilities that I will offer as service to the President, Council and indeed our Marketing fraternity.

1. **Thought Leadership:** using insightful judgement, thinking strategically and applying my global perspective and bringing my experience to bear for this great Institute
2. **People Leadership:** engaging and inspiring the upcoming generation by promoting collaborative atmosphere; building support structures to motivate and develop others.
3. **Visioning:** encapsulated by creating a compelling case for ideas and initiatives via appropriately chosen strategic frameworks
4. **Results Leadership:** show drive and initiative in managing execution of the Institute's assignments through the various platforms designed.

Why do I think I can bring the above tenets to the table? I am a proven reform minded Business leader. My demonstrable expertise in Business Management, Organisational Design, Marketing and Strategy puts me in a good stead to support the President and Council in the **RE-SET** agenda. I have held key positions of increasing responsibility at Executive Management levels across Africa; building and transforming global brands like Guinness as a Brand Manager, Coca-Cola as the Division Marketing Manager across 39 countries, Chief of Staff to Equatorial Africa President, later managed the Coca-Cola East & Central Region as General Manager before moving to turn-around Cadbury Nigeria Plc from a near comatose state to profitability as Commercial Director. I led the exemplary establishment of Samsung Electronics West Africa as CEO and tripled revenues in my two-year stint, later served as CEO for L'Oreal Central West Africa and other entities before exiting in 2015.

I served on the Executive Committee of the World Federation of Advertisers as Region Vice President for

Africa, alongside other global CMOs and CEOs from 2011-2016. I am a Past President of ADVAN, a Past Chairman of the HASG; and a former Council member of APCON. I currently serve on several Boards ranging from not for profit to other profit driven entities in the Finance and Communication sectors. I am a distinguished Fellow of our dear Institute and Chartered Institute of Marketing, UK.

I believe the time is now and the moment is here for purposeful leadership and the re-definition of our Institute, that is my motivation.

Thank you.