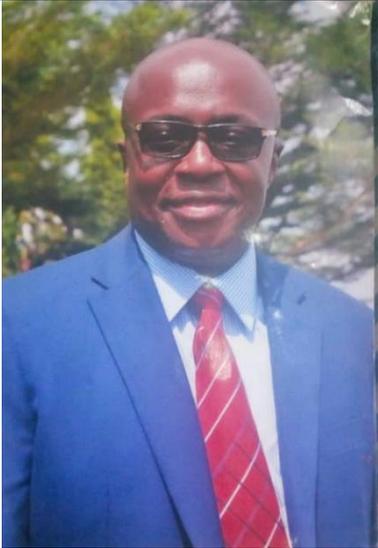


**NATIONAL INSTITUTE OF MARKETING OF NIGERIA (NIMN)
2020 ELECTIONS- CANDIDATES' PROFILE AND STATEMENT OF PURPOSE**

POSITION CONTESTING FOR	NAME OF CONTESTANT	CONTESTANT PROFILE AND POSITION STATEMENT
COUNCIL MEMBER	WALTER OKAFOR	<p>BRIEF PROFILE OF WALTER OKAFOR, fnimn (N004/21898)</p> <p>Walter Okafor is a graduate of Marketing from the prestigious University of Nigeria (Enugu Campus). He is a skilled Senior Commercial (Sales and Marketing) Professional with over 25 years of experience traversing Sales, Marketing and Nutrition in Nigeria and West Africa.</p> <p>In his career, Walter has demonstrated passion to deliver results, he has shown captivating skills as well as ability in building interpersonal relationships. He has also demonstrated technical marketing skills and has been able to build trust, value others, communicate effectively, drive execution, foster innovation, focus on delivery to customers, collaborate with others, solve problems creatively and show a high level of integrity.</p> <p>He is a senior executive with verifiable year-on-year success achieving revenue, profit and business growth objectives within multinational corporations and rapidly changing environments.</p> <p>He has extensive experience in developing Sales and Marketing strategies across West Africa which requires a deep understanding of critical business drivers in multi-cultural and multi-ethnic markets; expertise in developing successful route-to-market and activations.</p> <p>He led and motivated teams across West and Central Africa comprised more than 100 employees and managed P&L for business divisions exceeding N17B in revenue.</p> 

In February 2013, Walter retired from Nestle Nigeria Plc as Commercial Manager, Nestle Water.

He currently runs an outsourcing Agency, a Marketing Consultancy Firm, KenWaltz Resources Limited, and Executive Director (Sales and Marketing) Acurex Diagnostics Limited.

MEMBERSHIP

- National Institute of Marketing, Nigeria (NIMN) – Fellow
- Member, Human Capital Providers Association of Nigeria

MY STATEMENT OF PURPOSE

I, Walter Okafor am writing to express my intent to run for a seat at the council of the National Institute of Marketing of Nigeria during the April, 2020 election.

I have been involved with the institute for almost 2 decades and i am currently a **Fellow** of the Institute, the Chapter Chairman of the Ikeja Chapter and the Institute Chairman for the Training and Development Committee. I believe that these positions have well prepared for the council position.

I say this because, I am grounded in the procedural structure and feel confident that I will serve the Institute well once again.

As an active member, I have a clear understanding that career enhancement, proper networking with colleagues and increase in Marketing knowledge are what members expect from council members.

In addition, my dedication to success, supplemented with my strong work ethic and versatile background, will help to put the Institute in a position for further success and growth for the years to come.

I would be honored to serve on the council of this great institute. If elected, I intend on:

- Supporting the President and Council in driving positioning of the Institute and continuously improve on brand equity
- Ensure equity and transparency of the institute through full involvement in the decision- making process.
- Drive affiliation with other professional bodies, make NIMN more attractive thereby increase membership and generate income for the institute.

Thank you for taking the time to read my statement of purpose and for your consideration.