

**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	BEWAJI BABATUNDE AJIJOLA	<div style="text-align: right;">  </div> <p style="text-align: center;">BRIEF PROFILE OF BEWAJI BABATUNDE AJIJOLA (N004/22044)</p> <p>I joined the institute in 1997 having sat for the institute exams and obtained diploma certificate, Chartered Post Graduate Diploma from the Institute and had my MBA Marketing in Lagos State University. I have worked in various commercial positions as Sales Manager, Customers Relationship Manager, Scorecard and Performance Manager at Ibadan Electricity Distribution Company Headquarters, Business Hub Commercial Manager in Osogbo and Ile-Ife before I resigned to commence my private business. I am currently, the MD/CEO, Premidat Engineering Limited and Chairman, DG-4 Travels and Tourism Services Limited. I was elected into the Council of NIMN at the 2016 Annual General Meeting (AGM) at Premier Hotel, Ibadan in November 2016.</p> <p>My election into the NIMN governing Council has been a great privilege and has exposed me to lots of opportunities and challenges which brought me to the conclusion that there are more to be achieved for the Institute to be one that can be reckoned with among other professional bodies in Nigeria.</p> <p>Consequently, I have served in various committee of the NIMN set up by the Governing Council such as;</p>

- Membership Committee - Chairman - 2017 – 2019 (October)
- Chapter Development Committee - Member – (South West) 2017-2019
- Regulatory and Compliance Committee - Member - (South West) 2017-2019
- Chapter Development Committee - Chairman – 2019 (November)

Within the last three years, I have been able to sell the Institute to some apathetic customers who felt the Institute had nothing to offer to them, and awaken the spirit of some passive members that have abandoned the Institute while also prospecting for potential members who are now proud members of the institute. Also, I have been creating awareness for the Institute and got over hundred members through Fast Tract Direct Executive Membership Programmes and students membership.

Secondly, I have traveled round major Institutions within the south west to hold meetings with the academia (Professors, Heads of Departments of Marketing) who had been disconnected and felt neglected by the Institute in order to rekindle their spirits to come together with a view to reviving the glory of the Institute as it relates to getting more students to write our professional exams **without funding from the Governing Council or National secretariat.**

This has facilitated or resulted in the Creation of Marketing Department in Ladoke Akintola University of Technology (LAUTECH) Ogbomosho, Oyo State. Other institutions also visited are Obafemi Awolowo University, Ile-Ife, Federal Polytechnic , Ede, Moshood Abiola Polytechnic, Abeokuta, The Polytechnic Ibadan, Federal University of Technology Akure, The Polytechnic, Owo, Bowen University in Oyo and Lead City University in Ibadan. All these are in my quest to bridge the gaps created between the Town and the Gown. This has started yielding positive result gradually but still need more concerted efforts of the **governing council** of this Institute to prioritize this as one of the major goals to be achieved for NIMN.

Thirdly, to the glory of God and the benefit of our great Institute, I have been able to establish and re-vitalize chapters in Lagos, Osun, Ekiti, Ogun and Oyo State, and the first ever Chapter to be inaugurated online in the history of our great Institute – Lagos Island Chapter.

These are the little achievements begging for more to be done as compared with where the Institute (NIMN) supposed to be as a professional Institute in Nigeria.

MY POSITION STATEMENT

We have what it takes to make our great Institute to be the best among the rest; all we need to do is to re-visit our foundation (students) so that we build a strong and quality membership base.

This should be extended to NIMN Chapters across the country for growth and development, if the chapters’ develop, the Institute growth will be enhanced. I would not relent in my pursuit to ensure this target is achieved.

Structure begets strategy and Strategy begets structure. I will support the idea of a better structure that gives the Institute a true federal character so that we consolidate and improve efforts on membership drives across the country.

All efforts to drive compliance in accordance with the Federal Government Act of Parliament 25 of 2003 that set up the Institute and gave NIMN the Power to Regulate and Control the practice of marketing in Nigeria will be pursued rigorously to attract values for our great Institute while the issue of collaboration and affiliation of NIMN certificates with foreign counterparts – CIM, London. American Marketing Association, Canadian Institute of Marketing and others around the world will be among plans to be achieved within the new tenure.

With determination, commitment, passion and the Love I and all of us have for this great Institute ours, we would always and continually seek the peace and well-being of NIMN.

Long Live NIMN,

Long Live Nigeria

Great Marketers! Great.