

**NATIONAL INSTITUTE OF MARKETING OF NIGERIA  
2021 ELECTIONS  
PROFILE AND STATEMENT OF PURPOSE**

<b>POSITION/ OFFICE</b>	<b>NAME</b>	<b>PROFILE AND STATEMENT OF PURPOSE</b>
<b>PRESIDENT</b>	<b>IDORENYEN (IDY) ENANG</b>	<div style="text-align: right;">  </div> <p style="text-align: center;"><b>PROFILE OF IDORENYEN (IDY) ENANG (Membership No N006/21764)</b></p> <p style="text-align: center;"><b>IDORENYEN ENANG FCIM,fnimn,rpa</b></p> <p style="text-align: center;"><b>◆ Business &amp; Strategic Thought Leader ◆</b></p> <p>Idorenyen is a proven reform minded business leader with demonstrable expertise in Strategy, Business Management, Organizational Design, Marketing, Sales Operations and is a licensed practitioner of Insights Discovery and Liberating Leadership UK.</p> <p>Over the course of his illustrious career spanning over thirty 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 <b>Brand Manager</b>, <u>Coca-Cola</u> as the <b>Country Marketing Manager</b> in Kenya, <b>Chief of Staff</b> to the Equatorial Africa President, then later driving the business in the East &amp; Central Region as <b>General Manager</b> before moving on to turn-around <u>Cadbury</u> from a near comatose state to profitability as <b>Commercial Director</b>. He had an exceptional stint at <u>Samsung Electronics</u> where he served as</p>

**Managing Director** for Nigeria out of its West Africa Hub in Lagos, and later served as the **Managing Director** for L'Oreal where he managed subsidiaries of the beauty giant across West Africa.

His exemplary leadership and service in the course of his career put him on a global stage. Idy was elected and 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 Advertisers Association of Nigeria**, a **Past Chairman of the Heads of Advertising Sectorial Group**; a **former member of Council at APCON** (the Advertising Practitioners Council of Nigeria), which regulates the practice of Advertising in Nigeria. He sits on the Advisory Boards of Awesome Treasures Foundation (ATF), Strap & Safe Child Foundation, Strategy for Mentoring Initiative & Leadership Empowerment (S.M.I.L.E) and the Consumer Advocacy for Food Safety & Nutrition Initiative (CAFSANI). He also serves as a Board member of several companies in the Finance, Consulting and Communication sectors.

Over the past two decades, 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, where he currently functions as the **1<sup>st</sup> Vice President and Member of Council**. He has also been adorned with several awards in the course of his career and service to his 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 conferences. He enjoys reading, listening to music and travelling.

## STATEMENT OF PURPOSE

### UNLEASHING THE POWER OF OUR PEOPLE

This quote by Max De Pree chronicles my intention and thoughts, 'the first responsibility of a leader is to define reality. The last is to say thank you. In between, the leader is a servant'. Distinguished members of our great Institute, about a year ago, you magnanimously gave me the mandate to serve as VP1, an act I consider a privilege and I've never taken it for granted. Consequently, I have elected to define reality by seeking your mandate to serve as your President in the next dispensation. Service is the very purpose of life and I have literally operated this way as your VP1. This is evident with the work executed by a team I led to successfully launch a Coaching and Mentoring programme, coupled with seeking your feedback through a comprehensive survey earlier in the year.

Our Institute is going through a renovation and it is obvious that we need a transformational leader to drive a sense of continuity and also build on the legacy of our President, Mr. Tony Agenmonmen, and that is the reason I have put myself forward for election. My ambition is to unleash the power of our members through a selfless agenda to help them grow and mature into servant leaders.

#### **My core priorities will be to:**

- a. **Set up** a Marketing Educators Forum to drive our presence and activation within the academia
- b. **Create** an all-inclusive forum for all Chapter Chairmen to facilitate growth and accountability at regional levels
- c. **Initiate** a Volunteer scheme for Student and Associate members only. A way to build capability and drive engagement
- d. **Establish** global affiliations and alliances by initiating chapters in the diaspora and also leveraging the work done to institute an Africa wide Network of Marketers

- e. **Drive** our flagship Coaching & Mentoring forum to serve as our strategic exchange forum to build our posterity of marketing and business leaders
- f. **Unleash** the potential of our people through Signature activities that will galvanise respect by the corporate and business community. We will create a platform for our senior members to be engaged meaningfully.

**What makes me a worthy candidate for consideration?**

- a. I am a proven reform minded Business leader with demonstrable expertise in driving organizational turnaround and growth. My corporate journey spanning over thirty years speaks to that as evident in my profile.
- b. I have served in a global capacity in the Executive Committee of the World Federation of Advertisers as Region Vice President for Africa, alongside other global CMOs and CEOs from 2011-16.
- c. I am a Past President of ADVAN, a Past Chairman of the Heads of Advertising Sectoral Groups; and a former Council member of APCON.
- d. I am a Business and Leadership Coach and Nation builder.

**'When you choose the paradigm of service, looking at life through that paradigm, it turns everything you do from a job into a gift' ~ Oprah Winfrey.**

This is my motivation.