

THE NEW MARKETING BLUEPRINT

DRIVING GROWTH THROUGH AI, CUSTOMER EXPERIENCE,
DATA ECOSYSTEMS AND PURPOSE-DRIVEN BRANDS.



**14TH
OCT.**

**9:00AM
PROMPT**

**LCCI CENTRE,
ALAUZA, IKEJA.**


Viva
plus
DISHWASHING LIQUID

**TOUGH ON STAINS
DELICATE ON HANDS**



ASPIRA
Nig Ltd


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STEP 1

Send your CV and application to
to info@nimn.com.ng
copy REGISTRAR@nimn.com.ng

STEP 2

You will be sent a form to fill and
return attached with your
credentials and evidence of
payment for the form.

STEP 3

You will be graded according
to your academic background
and years of marketing/
sales experience.

STEP 4

You will be sent an offer letter
detailing the grade
you were given.

STEP 5

you are to send back the
signed letter and evidence
of payment for the programme.

STEP 6

you will be added to a
WhatsApp group.

STEP 7

you will under go a two day
training prior to your induction

STEP 8

Get inducted
into the institute

INDIVIDUAL MEMBERSHIP

Criteria for
Fast-Track Executive
Membership Programme

ASSOCIATE - FULL MEMBER - FELLOW

INDIVIDUAL MEMBERSHIP
Associate Level / Fast Track Executive Membership Programme

ELIGIBILITY / REQUIREMENTS
B.Sc./HND qualification
Minimum 5 years' working experience in a
relevant marketing function
2-day mandatory training programme

PROGRAMME & MEMBER BENEFITS
Use of member ID and designation "Associate"
Access to member resources and events
Professional development, networking
and industry opportunities

FEES
Application Fee – N50,000
Programme Fee, incl. induction – N252,000
Mandatory Training Fee – N60,000

INDIVIDUAL MEMBERSHIP
Full Member Level / Fast Track Executive Membership Programme

ELIGIBILITY / REQUIREMENTS
B.Sc./HND qualification
Minimum 10 years' working experience
at a Marketing Manager level
2-day mandatory training programme

PROGRAMME & MEMBER BENEFITS
Professional recognition through Institute membership
Member ID and access to member resources and events
Networking, capability development and career
advancement opportunities

FEES
Application Fee – N50,000
Programme Fee, incl. induction – N378,000
Mandatory Training Fee – N60,000

INDIVIDUAL MEMBERSHIP
Fellow Level / For Marketing / Commercial Directors & Equivalents

ELIGIBILITY / REQUIREMENTS
Marketing / Commercial Directors and equivalent professionals
Upgrade pathway after becoming a Full Member
Minimum 10 years as a Full Member and 15 years
continuous Institute membership

PROGRAMME & MEMBER BENEFITS
2-day mandatory training programme
Senior professional recognition at Fellow level
Leadership, networking and industry
engagement opportunities

FEES
Training Programme,
inclusive of Induction Fee – N700,000

NATIONAL ANTHEM

Nigeria we hail thee,
Our own dear native land,
Though tribe and tongue may differ,
In brotherhood, we stand,
Nigerians all, and proud to serve,
Our sovereign Motherland.

Our flag shall be a symbol
That truth and justice reign,
In peace or battle honour'd,
And this we count as gain,
To hand on to our children
A banner without stain.

O God of all creation,
Grant this our one request,
Help us to build a nation
Where no man is oppressed,
And so with peace and plenty
Nigeria may be blessed.

NATIONAL PLEDGE

I pledge to Nigeria, my country.
To be faithful, loyal, and honest.
To serve Nigeria with all my strength.
To defend her unity.
And uphold her honor and glory.
So help me God.

THE NIMN ANTHEM

MARKETING, CREATING VALUE
SUSTAINING THE ESSENCE OF LIFE
MARKETING, EMPOWERING PEOPLE
BRINGING OUT THE BEST
IN OTHER PROFESSIONS
MARKETING, THE SOUL OF BUSINESS
AND DRIVER OF WORLD ECONOMIES
PROMOTING DEVELOPMENT
NO ONE KNOWS MARKETS
LIKE MARKETING

THE NIMN PLEDGE

I DO SOLEMNLY PLEDGE TO UPHOLD THE
PROVISIONS OF THE NIMN ACT NO. 25 OF
2003
AND TO JEALOUSLY GUARD ITS ACCURATE
IMPLEMENTATION AT ALL TIMES,
AS WELL AS TO ENSURE THAT ANY
PERSONAL AND
COLLECTIVE GRIEVANCES ARISING IN THE
COURSE OF MY MEMBERSHIP OF THE
INSTITUTE SHALL BE RESOLVED THROUGH
CIVIL RECOURSE TO THE APPROPRIATE
PROVISIONS OF THE ACT AND THAT AT ALL
TIMES WHETHER AT WORK OR AT
PLAY, TO CONDUCT MY AFFAIRS WITH
PROFESSIONAL DIGNITY AND TO AVOID ALL
MANNERS OF BEHAVIOUR THAT CAN BRING
THE NIMN INTO DISREPUTE
SO HELP ME GOD.

OUR VISION

To be the engine room of value
creation for consumer
empowerment and society's
development.

OUR MISSION

NIMN shall create enduring,
distinctive value for all
stakeholders, through the
development, promotion and
application of world-class
marketing professionalism.



Bola Ahmed Tinubu (GCFR)
President of Nigeria



Babajide Sanwo-Olu
Executive Governor of Lagos State



Dr. Jumoke Oduwole
Hon. Min of Industry Trade and investment

NIMN Council Members



Dr. Ibrahim Yakasai, FNIMN
*1st Vice President, NIMN
(Council Member)*



Dr. Bolajoko Bayo-Ajayi, FNIMN
*President & Chairman of Council
(NIMN)*



Dr. Chidi Nwankpa, FNIMN, MNIPR.
*2nd Vice President, NIMN
(Council Member)*



Mrs. Thelma Okoh, FNIMN
*Registrar / Secretary in
Council NIMN*



Aare (Olorogun) Hope Gbagi, FNIMN
(NIMN Council Member)



Dr. Kenny Jooda, FNIMN
NIMN Council Member



Mr. Akomolafe Ayoola Obafemi, FNIMN
NIMN Council Member



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NIMN Council Member

NIMN Ikeja Chapter Executive



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Utomi A. Biyang, FNIMN**
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Mrs. Roseline Abaraonye FNIMN
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Mrs. Titilope Iruonagbe, MNIMN
Committee Member



Mr. Aizehi Itua, MNIMN
Committee Member



Miss Akinyelure Oluwatosin, ANIMN
Committee Member



Mr. Stephen Okoh, MNIMN
Committee Member



Mrs. Omoyele Oguntade, MNIMN
Committee Member

PROGRAMME OF EVENT

8:00 AM	Arrival & Registration 60 min Guest sign-in, seating, and welcome refreshments.
9:00 AM	Opening Prayer 5 min The programme begins promptly.
9:05 AM	National Anthem & NIMN Anthem 5 min
9:10 AM	Welcome of Special Guests 5 min
9:15 AM	Opening Remarks 10 min Dr Bolajoko Bayo-Ajayi, FNIMN, President & Chairman of Council, NIMN.
9:25 AM	Welcome Address 10 min Mrs Onome Odili, FNIMN, Ikeja Chapter Chairman.
9:35 AM	Keynote Address 25 min Mr. Lampe Omoyele, FNIMN, on "The New Marketing Blueprint".
10:00 AM	Q&A with the Keynote Speaker 10 min
10:10 AM	Musical Interlude 5 min
10:15 AM	Paper Presentation 20 min Professor Lere Baale, FNIMN, guest speaker.
10:35 AM	Q&A with the Guest Speaker 10 min
10:45 AM	Speed Networking Session 10 min
10:55 AM	Panel Discussion 25 min Three to four panelists and a moderator, on the same sub-theme.
11:20 AM	Panel Q&A & Audience Interaction 10 min
11:30 AM	Presentation of Awards 5 min To special guests and panelists.
11:35 AM	Trivia Session 10 min Includes the presentation of prizes to winners.
11:45 AM	School Essay Competition Award 5 min Presented by Dr. Aderemi Ademilua.
11:50 AM	Award Presentation 5 min Presented by the Chapter Chairman.
11:55 AM	Vote of Thanks & Closing Remarks 5 min Roseline Abaraonye, FNIMN, Chairman of the Planning Committee.

WELCOME ADDRESS BY THE PRESIDENT- NATIONAL INSTITUTE OF MARKETING OF NIGERIA (NIMN) IKEJA CHAPTER ANNUAL PUBLIC LECTURE

I am excited to be joining Ikeja Chapter of our great institute for their 2026 Annual Public Lecture, a timely conversation on the future of marketing.

This year's theme, **"The New Marketing Blueprint,"** reflects the transformation taking place across our profession and the wider business environment. Marketing is no longer defined solely by communication, advertising, or demand creation. It is increasingly shaped by technology, data, changing customer expectations, innovation, and the ability of brands to drive relevance and create meaningful value.

The sub-theme, **"Driving Growth through AI, Customer Experience, Data Ecosystems, and Purpose-Driven Brands,"** captures key dimensions of this transformation. AI is reshaping how we understand consumers, interact with them, make decisions, and deliver personalised experiences. Customers increasingly expect seamless, relevant, and human interactions, while data has become a strategic asset. At the same time, purpose-driven brands are expected to demonstrate value beyond commercial performance.

Yet, as the tools available to marketers continue to expand, one fundamental question remains: how do we remain relevant to the people we serve?

The answer goes beyond adopting innovative technology or following trends. It requires a deeper understanding of people, meaningful experiences, trusted communication, and the ability to consistently create value. In a marketplace where consumers have more information and choices than ever before, trust and relevance are increasingly important sources of competitive advantage.

For marketing professionals, this presents both opportunities and responsibilities. We must remain agile, continuously develop our capabilities, and embrace emerging technologies while staying grounded in the principles that make marketing effective, understanding people,



creating value, building trust, and delivering sustainable growth.

At NIMN, we recognise our responsibility to prepare marketing professionals for this changing landscape. As the professional body responsible for advancing marketing practice and professionalism in Nigeria, we remain committed to creating platforms for learning, dialogue, collaboration, and knowledge exchange, while strengthening the skills, judgement, creativity, and ethics required of today's marketer.

I commend the Ikeja Chapter for convening this important lecture and providing a platform for industry leaders, practitioners, academics, students, and other stakeholders to dialogue and engage meaningfully in the future of our profession.

I am confident that today's conversations will challenge our thinking, generate practical insights and inspire actions that strengthen businesses, brands, and the marketing profession in Nigeria.

To our distinguished speakers, panelists, guests, members and participants, thank you for being part of this important gathering. I encourage you to engage fully, share perspectives, and take the lessons from today into your organisations and professional practice.

Once again, I warmly welcome you to the NIMN Ikeja Chapter Annual Public Lecture 2026.

I wish us all a rewarding and impactful experience. Thank you.

Thank you.

Dr. Bolajoko Bayo-Ajayi

President & Chairman of Council

National Institute of Marketing of Nigeria (NIMN)

CHAIRMAN'S WELCOME ADDRESS BY THE CHAIRMAN OF NIMN, IKEJA CHAPTER

NIMN Ikeja Chapter Annual Public Lecture
2026

Theme: The New Marketing Blueprint

Distinguished guests, esteemed members of the National Institute of Marketing of Nigeria, our keynote speaker, distinguished panellists, marketing professionals, business leaders, members of academia, invited guests, ladies and gentlemen,

It is my great pleasure and honour, on behalf of the Executive Committee and members of the NIMN Ikeja Chapter, to welcome you to our 2026 Annual Public Lecture.

This gathering is particularly significant because we are not simply here to discuss marketing as we know it. We are here to examine where marketing is headed, what is changing, and what marketers must become to remain relevant in an increasingly dynamic world.

Our theme, "The New Marketing Blueprint," could therefore not be more timely.

The marketing landscape has changed dramatically. The customer has changed. Technology has changed. Data has changed. Competition has changed. And, perhaps most significantly, the speed at which these changes are occurring has accelerated.

Artificial Intelligence is no longer a conversation about the distant future. It is already transforming how brands understand consumers, create content, personalise experiences, analyse information and make decisions.



But as marketing professionals, we must ask ourselves an important question: Are we merely adopting technology, or are we becoming better marketers because of it?

Technology without strategy is simply a tool. Data without insight is simply information. And Artificial Intelligence without human intelligence can create efficiency without necessarily creating value.

This is why our sub-theme—"Driving Growth through AI, Customer Experience, Data Ecosystems, and Purpose-Driven Brands"—is so relevant to the conversation we must have today.

The New Marketing Reality

AI presents marketers with extraordinary opportunities. It can help us understand consumers better, anticipate needs, personalise communication and improve efficiency. But the marketer of the future will not simply be the person who knows how to use AI.

The winning marketer will be the one who understands what questions to ask, what decisions require human judgement, and how to translate technology into meaningful customer and business outcomes.

The future is not AI versus marketers.
The future is marketers empowered by AI.

Customer experience is equally critical. Consumers today have more choices and greater access to information than ever before. They do not only compare products; they compare experiences.

They compare convenience, responsiveness, service and how brands make them feel.

A compelling advertisement may attract a customer, but a poor experience can quickly drive that customer away.

The new marketing blueprint must therefore move us beyond asking:

“How do we attract customers?”

to asking:

“How do we earn their trust, loyalty and advocacy?”

Data is another critical pillar.

The modern customer interacts with brands across multiple touchpoints—social media, websites, apps, physical locations, customer service platforms and digital payment systems. The opportunity before marketers is to connect these insights responsibly and turn them into better decisions and better experiences.

But data comes with responsibility. The fact that we have access to data does not mean we have unlimited ownership of it. Trust, privacy and responsible data stewardship must remain at the heart of modern marketing.

And then there is purpose.

Today's consumers increasingly want to know what a brand stands for, what problem it solves and what difference it makes.

Purpose cannot simply be a campaign slogan. It must be reflected in the way a business operates, treats its customers, engages its communities and makes decisions.

Brands that genuinely live their purpose will increasingly distinguish themselves from those that merely communicate it.

The Nigerian Opportunity

As Nigerian marketers, we occupy a unique position.

Nigeria is young, entrepreneurial, digitally connected and culturally diverse. Our consumers are sophisticated, demanding and increasingly intentional about the brands they choose.

They are looking for value, relevance, convenience and authenticity.

This presents an enormous opportunity for marketing professionals.

The question is not whether the Nigerian marketer is ready for the future.

The question is whether we are prepared to help build that future.

At NIMN Ikeja Chapter, we believe professional development must go beyond certificates and titles. We must create an environment where marketers can learn, connect, challenge ideas, exchange knowledge and create value.

Our responsibility as a professional body is not merely to celebrate what marketing has been, but to contribute meaningfully to what marketing will become.

Our Commitment as Ikeja Chapter

As Chairman of NIMN Ikeja Chapter, I am particularly proud to be part of a Chapter that continues to create platforms for professional learning and meaningful conversations.

My vision is for an Ikeja Chapter where learning is continuous, participation is inclusive, professional relationships are

strengthened, and members are equipped to remain relevant in a rapidly changing marketplace.

We want our members to experience the value of belonging—not simply to an association, but to a professional community committed to growth and excellence.

I therefore invite every member and stakeholder to be part of this journey. Bring your ideas. Bring your expertise. Challenge us. Support us. And together, let us build a stronger marketing profession.

A Message to Emerging Marketers

To our young and emerging professionals, I encourage you to look beyond the job title you hold today.

Build capabilities. Understand technology. Learn business. Study consumer behaviour. Develop your analytical and communication skills. Understand how brands create commercial value.

And remember:

Marketing is not about making noise. Marketing is about creating value, understanding people, building relationships and driving growth.

The tools will continue to change. The platforms will evolve. The algorithms will change.

But our fundamental responsibility as marketers will remain:

Understand people. Create value. Build relationships. Drive growth.

Distinguished guests, the future of marketing will not be defined by technology alone.

It will be defined by how intelligently we use technology, how deeply we understand people, how responsibly we use data, and how

meaningfully we create value.

That, for me, is the essence of The New Marketing Blueprint.

I encourage everyone here today to listen, question, challenge and learn. More importantly, I hope you leave with ideas that will influence the way you approach your work, your organisation, your brands and your customers.

On behalf of the Executive Committee of NIMN Ikeja Chapter, I sincerely appreciate our distinguished keynote speaker, our panellists, sponsors, partners, members and guests for making this event possible.

Thank you for honouring our invitation and for being part of this important conversation.

Let us build the new blueprint.

Let us build brands that matter.

Let us build businesses that create value.

And let us build a marketing profession that Nigeria can be proud of.

Welcome to the NIMN Ikeja Chapter Annual Public Lecture 2026.

I wish you all a stimulating, insightful and impactful experience.

Thank you, and God bless you.

Onome Odili

Chairman, NIMN Ikeja Chapter

KEYNOTE SPEAKER



MR. LAMPE OMOYELE, FNIMN

Mr. Lampe Omoeyele is a respected business builder, public speaker, writer and leader in the marketing and advertising industry of sub-Saharan Africa with +30 years track record of professionalism, integrity and performance managing brands and businesses in diverse industries and markets at leading multinational companies and Nigerian companies with regional/global aspirations.

He is currently Managing Director/CEO, Nitro 121 Limited and Partner, The Lucent Consulting Company.

Lampe Omoeyele also serves on the Board of

several companies and as Trustee/Advisory Board member of several Not-for-Profit organisations.

He has previously been Managing Director, Nielsen West Africa; Africa Marketing Director, GSK Consumer Healthcare; Marketing Director, Nutricima; Marketing Director, Airtel Nigeria; Marketing Director, Cadbury East and Central Africa; and Group Product Manager, Cadbury Nigeria.

He is a Fellow, National Institute of Marketing in Nigeria (NIMN); member of the Advertising Regulatory Council of Nigeria (ARCON); Adjunct faculty member of the Pan-Atlantic University and Orange Academy where he teaches marketing strategy.

He is a recipient of several awards including the Marketing Society of Kenya's Warrior Award for significant contribution to the development of marketing in Kenya; NIMN's Achievers award; Marketing World Magazine's 'Personality of the Year' award; Marketing Edge Magazine Leadership award in Marketing; and listed amongst the '50 most influential marketing communication practitioners in Nigeria' by Brand Campaign magazine, and '100 most influential global marketing leaders' by the World Marketing Congress in 2018.

His published works include, 'Marketing in Africa, East and West Africa-Parallels, Paradigms and Perspectives', 'Brand or be Bland!', a book on personal branding, and 'Love Chords and Discords', an anthology of poems.

PANELISTS



PROF. LERE BAALE

Prof. Lere Baale is an African institutional transformation strategist who helps leaders, boards and organisations convert knowledge, strategy and professional expertise into measurable results, sustainable institutions and enduring impact.

Prof. Lere Baale is the Chief Executive of Business School Netherlands International (Nigeria), President & Chairman of the Governing Council of the Nigeria Academy of Pharmacy, and

Pro-Chancellor & Chairman of the Governing Council of Ojaja University, a renowned global academic, scholar-practitioner, digital architect and transformational leader, known for blending scholarship, leadership, and practical impact.

He is also a Student of Grace, a Kingdom Ambassador, a Systems Thinker, a Digital Transformation Architect, an Impactful Builder and a Servant Leader.

PANELISTS



BOLAJOKO NKEMDINIM DIXON-OGBECHI

Professor of Marketing and Decision Sciences

Department of Business Administration, Faculty of Management Sciences, University of Lagos, Akoka-Yaba, Lagos

Cell no: 08033442679/07082289295

Some Vitals: Google scholar h-index= 5, i10 index= 0, scopus h-index = 1

E-mail: bdixon-ogbechi@unilag.edu.ng

PERSONAL STATEMENT

Prof. Bolajoko N. Dixon-Ogbechi, has always been "special". She was born in Nigeria, but translocated to Rome, Italy at an early age. She is proficient in Italian, English and her native Yoruba Language. She can get-by with French, a secondary European language from her West African roots. Her work focuses on applying Operations Research or Decision Science techniques to solving marketing and business problems especially with regards to the application of the Analytic Hierarchy Process model. In three decades, she can proudly claim to have supervised over fourteen doctoral theses and over three hundred masters' candidates as well as undergraduate students. She has won several academic as well as non-academic awards and she is a member of many professional bodies. She is presently the Chairman, International School (ISL) Management Board, University of Lagos (Unilag) and has occupied several administrative Positions, Scientific Appointments, and won academic Honours which include:

- Head of Department of Business Administration, Aug. 2021 – July, 2024.
- Council Member, Federal College of Education Technical- FCE(T), Gombe, 2017 – 2020
- Fellow, Institute of Operational Research and Management Sciences of Nigeria. 2016 – Date
- Member, University of Lagos School of Postgraduate Studies Board, 2024 – date.
- Member, University of Lagos Medical Center Board, 2023- March, 2025.
- Member, University of Lagos Senate, 2021 – date.
- Judge, T.L. Saaty Decision Making for Leaders Hackathon, Pittsburgh, USA. 2023 – Date
- Member, National Universities Commission (NUC) Ad-Hoc Accreditation Panel, 2016 – 2024
- Member, Scientific Committee International Symposium on the Analytic Hierarchy Process (AHP), 2012 – date.
- Reviewer, International Journal of the Analytic Hierarchy Process, Pittsburgh, USA, 2012 – date.
- Member of Board, Lagos State Triathlon Association, 2012- 2018.
- School of Postgraduate Studies (SPGS) University of Lagos Board, Exemplary Leadership & Productivity Award, 2025.
- SPGS University of Lagos Board, Distinguished mentor & Research Excellence Award, 2025.
- Award of Academic Excellence, University of Lagos Alumni Association, Lagos State Branch, 2020.
- αμ α (Alpha Mu Alpha) National Marketing Honorary, American Marketing Association, 2008
- NYSC Letter of Commendation, 1994/95; NYSC Certificate of Excellence in Sports, 1996.

She has also continued to participate actively in civil and community activities locally and internationally and she is an advocate for the marginalized. She is passionate about integrating services, particularly in resource-limited environments. She has conducted research and published in various aspects of Marketing, Strategic Marketing, Relationship Marketing, Decision Sciences/Operations Research, Sports Marketing and Prefabricated Methodologies, amongst others. Her ultimate goal is to develop the field of Marketing and Decision Sciences fully in Nigeria by promoting research geared towards the application of decision sciences models in solving real life marketing and business problems.

PANELISTS



KEHINDE RUTH ONASOGA

Managing Director, PANDORA Agency Ltd

*| Strategic Communications
| Executive Perception
| African Business Leadership*

Kehinde Ruth Onasoga works at the intersection of marketing, communication, and reputation. Over the past 13 years, she has helped companies and leaders across Nigeria and Africa become clearer about how they show up, what they stand for, how they are understood, and how they are trusted. Her work spans sectors including finance, technology, energy, supply chain, and public institutions, where she has supported both business growth and public-facing communication. She has led strategic initiatives and campaigns for organisations such as Jubaili Bros, the Lagos State Judiciary, the Kwara State Investment Promotion Agency (KWIPES), and the Nigeria Internet Registration Association (NiRA), delivering measurable results in visibility, engagement, and revenue growth.

She is the Managing Director at Pandora Global Agency Ltd, a firm she built from the ground up. Through PANDORA, she works closely with executives to shape how they are perceived, especially those leading companies at scale or in regulated industries. This includes positioning leaders for visibility, strengthening their credibility, and ensuring their public presence aligns with business goals. Beyond campaigns, her focus is on long-term perception, how leaders are seen by investors, stakeholders, and the wider market.

Alongside her client work, she contributes to industry conversations through writing and teaching. Her perspective is practical: communication should not just look good; it should work—internally, externally, and overtime.

Beyond the work she does through her agency, KRO is a speaker, mentor, and committed advocate for women's empowerment and leadership development. She is an advocate for leading with discipline through the Circle of Discipline community and the "While We Wait" Christian Network.

PANELISTS



MS BODAM TAIWO PROFILE

FULL PROFILE

Bodam Taiwo - known across the continent as Lady Bodam - is a senior marketing executive, feminine leadership authority, and institution builder working at the intersection of commercial excellence and the structural advancement of African women in leadership.

She is the Founder and Visionary of The Refined Lady Movement - a continental body dedicated to equipping, convening, and commissioning African women to occupy leadership at the highest levels. TRL operates from the conviction that Africa's future is inseparable from the leadership of its women, and that the structures to support that leadership must be built deliberately, rigorously, and at scale.

The Institute's flagship expression is the Annual Women in Leadership Summit - an annual, high-impact convening that brings together women leaders across sectors and borders to build strategy, forge community, and commit to a decade of purposeful leadership.

CORPORATE MANDATE

In her corporate capacity, Lady Bodam serves as Marketing Director, Africa Partner Markets at Diageo - one of the world's foremost premium drinks companies - with a mandate spanning West, Central, East and North Africa. She leads marketing strategy and commercial capability across a multi-country portfolio of established and growth markets, directing multi-functional teams, distributor ecosystems, and the translation of global brand ambition into measurable local performance.

With nearly two decades of experience across marketing, branding, business development, and telecommunications, she has built and stewarded premium portfolios, scaled routes to market, and driven sustainable growth across the region. She has operated within

three of the five largest multinational alcobeverage companies in West Africa - shaping brands, building high-performing teams, and delivering market expansion in complex commercial environments.

MOVEMENT & PLATFORM

Beyond the boardroom, Lady Bodam is one of the most consequential voices advancing feminine leadership for women of African origin globally.

She is the Visionary behind The Refined Lady Movement - a global platform equipping women to embrace their femininity, craft their leadership identity, and show up with credibility, elegance, and authority. The Movement delivers transformational learning experiences through its signature programmes, including The Elegance Collective - a high-level room for senior executives and The Female Marketers Accelerator - a rigorous eight week leadership programme for high-potential women in marketing, brand, and commercial functions. She also co-founded Bloom Circle with The Sisters™ alongside her sister, Barong - a private network committed to peer connection, accountability, and senior leadership growth for women.

PUBLICATIONS

She is the author of four books:

- Be-You-Ti-Ful
- Poised and Powerful
- Grace in The Making
- Protocols of The Palace

Her writing spans identity, leadership, and the architecture of a woman who leads with both power and grace.

RECOGNITION

- 2024 — Peak Performers Admirable Woman in Leadership Award; Pernod Ricard Bold & Agile Leadership Award (second consecutive year)
- 2023 — Top 50 Most Influential Women in Marketing & Communications; 50 Most Impactful Voices in Africa; 10 Women Showing Up — Resilient Creator Edition
- 2022 — Nigeria's Top 100 Career Women; Distinct Positive Values Award, Iconic Brand Awards
- 2021 — Leading Ladies Africa Top 100 Most Inspiring Women in Africa; Twelve Visionary Women of African Descent, Future-Forward Female Folio

ACADEMIC & PROFESSIONAL CREDENTIALS

Lady Bodam holds a Bachelor's degree in Electronics Engineering from the University of Reading, a Master's in Mobile and Satellite Communications from the University of Surrey, and executive education in Luxury Spirits Marketing. She is a Member of the Chartered Institute of Marketing (UK). She serves as a volunteer mentor to students and alumni of the University of Surrey and the University of Reading - investing in the next generation of leaders with the same intentionality she brings to every room she enters.

CONNECT

Instagram: @bodamtaiwo

LinkedIn: linkedin.com/in/bodamtaiwo

YouTube: Bodam Taiwo

CLOSING REMARKS BY THE CHAIRMAN, PLANNING COMMITTEE



Distinguished guests, Our esteemed speakers and panelists, sponsors and partners, distinguished Fellows and Members of the National Institute of Marketing of Nigeria, colleagues, friends, ladies and gentlemen.

As Chairman of the Planning Committee, it is my great pleasure to bring this very impactful program to a close.

Today, we have explored “The New Marketing Blueprint: Driving Growth Through AI, Customer Experience, Data Ecosystems and Purpose-Driven Brands.”

And I believe one message stands out clearly: The future of marketing is no longer about choosing between technology and humanity. It is about bringing both together. While AI can give us speed, data can give us insight and technology can give us scale. But amidst all these, it is human understanding, creativity and purpose that give brands meaning.

As marketers, our responsibility is therefore to remain curious, continuously learn, understand our consumers deeply, embrace innovation and, most importantly, turn insight into action. I would like to sincerely appreciate our distinguished speakers and panelists for sharing their expertise and challenging our thinking.

To every student and member of the academic community here, I believe you have gleaned so much value from the resources we all listened to. Congratulations to all who competed in the essay, it doesn't matter if you got a physical gift, you are all winners!

To our sponsors and partners, thank you for believing in this initiative and supporting the

growth of our profession.

To the leadership of NIMN Ikeja Chapter, thank you for the confidence reposed in the Planning Committee.

And to every member of the Planning Committee, thank you for your dedication, teamwork and commitment. This success is our collective achievement.

Finally, to everyone who has honored us with their presence today, I encourage you not to leave the ideas and insights gathered here behind.

Take them back to your boardrooms. Take them to your brands. Take them to your businesses and put them into action. Because the new marketing blueprint will not be written by technology alone but by us.

Thank you for being part of the 5th NIMN Ikeja Chapter Annual Public Lecture.

Have a safe journey home, and may we continue to build brands that create value, drive growth and make a meaningful impact.

Thank you, and God bless you all.

Mrs. Roseline Abaraonye
Marketing Director,
Imperio International Ltd.



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spark to campaigns
that make a measurable impact.


PLUS MARKETING

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BRINGING THE "Q EFFECT" TO EVERY MARKETING BRIEF

In Nigeria's fast-paced, highly competitive marketplace, brands cannot afford passive advertising. ResQ Promotions Nigeria Limited is a premier experiential and direct marketing agency dedicated to bridging the gap between brand vision and consumer action. Built on deep consumer insight and flawless field execution, ResQ delivers what industry insiders call The Q Effect, a signature blend of rapid deployment, high-impact visibility, and measurable return on investment.



When a brand places a campaign brief in the hands of ResQ, The Q Effect transforms ordinary promotional budgets into active market dominance across every channel:

Open Market Activation:

Navigating Nigeria's bustling open markets requires localized intelligence, high energy, and strategic point-of-sale engagements. ResQ deploys trained brand ambassadors who cut through the noise, command trader and consumer attention, and drive immediate product trial and turnover.

Door-to-Door Campaigns:

For brands requiring direct household penetration, ResQ designs structured, hyper-targeted door-to-door blitzes. Field teams deliver compelling brand storytelling right to the consumer's doorstep, establishing trust and gathering real-time

consumer sentiment.

Event & Space

Transformation: ResQ turns blank canvases into immersive brand worlds. From mega-carnivals to corporate launches, their team designs and executes spatial makeovers that captivate audiences, evoke emotion, and leave an indelible brand imprint.

Trade & Retail Engagement:

Driving volume through wholesale and retail distribution channels demands strategic trade promotions. ResQ aligns trade incentives, deploys merchandising solutions, and optimizes distributor relationships to keep products moving off the shelves.

In-Bar Activations:

Capitalizing on nightlife and high-energy social spaces, ResQ creates engaging on-premise activations. By combining interactive games, ambient branding, and direct trial incentives, they build brand affinity right where lifestyle purchasing decisions are made.

In-Mall Experiences:

Modern shoppers seek engagement, not just products. ResQ crafts sleek, high-footfall mall activations, interactive booths, and pop-up experiences that capture family and impulse shoppers in premium retail environments.

Notable case studies includes: Pepsi x Domino's Pizza Long Throat, Flying Fish FIFA World Cup finals, Trophy Stout Original Black Party, Trophy Lager Honourable Tungba studio set-up, Microsoft COPILOT Launch, Supa Komando, Aquafina, setup at BBN, Lagos Marathon, et al

Why the "Q Effect" Matters

Whether it is scaling nationwide consumer touchpoints or executing a precision city campaign, ResQ Promotions combines strategic design, robust logistics, and seasoned field management. By aligning creative concepts directly with the realities of the local trade landscape, ResQ ensures your brief is not merely executed, it is rescued from obscurity and elevated to market leadership.



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