

MarkHack 3.0

A Marketing and Tech Conference

Theme

BEYOND LIMITS

UNLEASHING
CREATIVITY WITH
EMERGING TECH



A DAY OF
CONVERSATION



AN EVENING
OF PITCHING

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markhack.tech

DATE 5th JULY
2024

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AGENDA

MARKHACK 3.0 Conference(Morning)

	ACTIVITIES	ACTORS	FOCUS AREAS	TIME	DURATION
1	Registration & Networking			9:00 – 10:00 am	
2	National Anthem/Introduction of Guests	Compere/MC		10.00 - 10.05am	
3	Welcome Address	Victor Gbenga Afolabi Founder, Eko Innovation Centre	Why MarkHack?	10.05 – 10.20am	15 Minutes
4	Focus Area Videos			10:20 – 10: 30am	10 Minutes
5	Good Will Message			10:30 – 10:35 am	5 Minutes
6	1st Plenary Discussion	Jimi Taiwo {Lead Discussant} General Manager, PepsiCo, Nigeria Stanislaus Martins Managing Director, West Africa, Aleph Group Oyebowale Akideinde Head, Digital Products & Innovation, Airtel Nigeria Oluwadamilola Adams Founder, SocialARAfrica Tobi Ayeni {Moderator} Founder, Miss Techy	The Future of Marketing and Media in a Tech-Driven World	10:35 – 11:25 am	50 Minutes
7	Product Showcase	Tingtel		11:25 – 11:35 am	10 Minutes
8	Keynote Session	Olugbolahan Olusanya - Nigeria Country Director, TeKnowledge	Leveraging Technology to Revolutionize Customer Experience and Marketing Strategies	11:35 – 11:50 am	15 Minutes
9	Product Showcase	FlexDeals		11:50 – 12:00 pm	10 Minutes
10	2nd Plenary Discussion	Kemi Longe {Lead Discussant} Head of Marketing, PZ Cussons Itohan Izugbokwe Country Manager, Futuretech Media Segun Ogunleye General Manager Marketing, Seven Up Bottling Company Sam Immanuel Founder & CEO, Semicolon Yinka Obebe {Moderator} CEO, Pop Central	Digital Transformation in Industry: Marketing, Media, and Technology	12:00 – 12:50 pm	50 Minutes

AGENDA

MARKHACK 3.0 Conference (Morning)

	ACTIVITIES	ACTORS	FOCUS AREAS	TIME	DURATION
12	TEA BREAK			12:50 – 01:05 pm	15 Minutes
13	Breakout Session	Tayo Kalejaiye Chief Gaming Officer, VaultHill Ife E. Obafemi Sub-Saharan Africa Head- Digital Media & Insights (& Digital Transformation), FrieslandCampina Daniel Odunlami B2B & B2C Marketing Innovation Consultant Oluseyi Akindeinde {Moderator} Founder, Hyperspace Technologies LTD	Gaming and Tech Innovations in Marketing	01:05 – 1:50 pm	45 Minutes
14	Breakout Session	Ehia Erhaboh Co-convener, AI in Nigeria Ibirogba Lara Marketing Manager, Business and Commercial Banking, Stanbic IBTC Gloria Nwabuike Head of Category Dairy and Snacks – Nigeria and Ghana for Chi Limited Dr. Ifeoluwapo Odedere Senior Brand Manager, Non-Alcoholics Category, Guinness Nigeria Plc Deborah Ojengbede {Moderator} Chief Executive Officer, AFEN Blockchain	Emerging Technologies Shaping the Future of Media and Marketing	01:05 – 1:50 pm	45 Minutes
15	Vote of Thanks	Joshua Ajayi Founder, Brand Communicator		01:50 – 2:00 pm	10 Minutes

AGENDA

MARKHACK 3.0 Hackathon (Evening)

	ACTIVITIES	ACTORS	FOCUS AREAS	TIME	DURATION
1	Registration & Networking			5:00 – 6:00 pm	
2	National Anthem/Introduction of Guests	Compere/MC		6:00 – 6:05 pm	
3	Welcome Address	Joshua Ajayi Founder, Brand Communicator		6:05 – 6:10 pm	5 Minutes
4	Focus Area Videos			6:10 – 6:15 pm	5 Minutes
	Why MarkHack?	Victor Afolabi Founder, Eko Innovation Centre		6:15 – 6:25 pm	10 Minutes
5	Good Will Message			6:25 – 6:30 pm	5 Minutes
6	Startup Pitch – First Batch	Team Chao, Team Converse AI, Team Inclusive Scan, Team Isanja		6:30 – 7:10 pm	40 Minutes
7	Keynote Session	Tosin Faniro-Dada – Partner, Breega	Scaling Startups Globally: Breaking New Frontiers with Innovative Strategies and Collaborative Growth	7:10 – 7:25 pm	15 Minutes
8	Startup Pitch – Second Batch	Team WakaQuest, Team Market AI, Team Sema		7:25 – 7:55 pm	30 Minutes
9	Fireside Chat	Dr Olalekan Fadolapo DG, Association Of Advertising Agencies Of Nigeria (ARCON) Tubosun Alake Honorable Commissioner, Ministry of Innovation, Science and Technology, Lagos State. Victor Gbenga Afolabi {Moderator} Founder, Eko Innovation Centre	Regulation As Catalyst For Growth In A Tech-Driven Marketing World	7:55 – 8:30 pm	35 Minutes
10	Startup Pitch – Third Batch	Team Startech, Team Suba Capital, Team Konnadex		8:30 – 9:00 pm	30 Minutes
11	Sponsors Break			9:00 – 9:10 pm	10 Minutes
12	Juror Remarks & Announcement of Winners	Lead Juror		9:10 – 9:25 pm	15 Minutes
13	Vote of Thanks	Victor Gbenga Afolabi Founder, Eko Innovation Centre		9:25 – 9:30pm	

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EXECUTIVE SUMMARY

In an era where the marketing and media landscape is rapidly evolving, staying ahead of the curve is essential for businesses and organizations. The continuous emergence of new technologies and strategies demands a platform where industry professionals can exchange ideas, learn from one another, and drive innovation. MarkHack provides this platform, creating an environment where creativity meets technology.

1. Unparalleled Innovation: MarkHack stands at the forefront of marketing and media innovation. By bringing together diverse minds—innovators, entrepreneurs, policymakers, media practitioners, and marketing professionals—we foster an ecosystem that thrives on creativity and technological advancement.



2. Real-world Solutions: Participants are not just theorizing; they are solving real-life marketing and media challenges. This hands-on approach ensures that the ideas and solutions generated are practical, feasible, and ready for implementation.

3. Global Reach and Impact: With participants from multiple countries and continents, MarkHack is a global event that reflects the diverse perspectives and ideas from around the world. The traction from previous editions underscores its international appeal and effectiveness.



4. Comprehensive Learning and Collaboration: Through workshops, exhibitions, and hackathons, MarkHack offers a holistic learning experience. It provides opportunities for startups to pitch their ideas, for established companies to showcase their products, and for attendees to learn from industry leaders.

5. Addressing Emerging Trends: MarkHack is not just about current trends but also about anticipating future ones. Topics like decentralized systems, virtual and augmented realities, and machine learning are integral parts of the conversation, ensuring participants are well-prepared for the future of marketing and media.



MarkHack 3.0, with its theme "Beyond Limits: Unleashing Creativity with Emerging Tech," promises to be a pivotal event where the confluence of marketing and technology sparks new ideas, fosters collaboration, and drives the industry forward. Join us in this journey of discovery and innovation, and be part of the future of marketing and media.

WHY MARKHACK 3.0

MarkHack 1.0 marked Nigeria's first-ever marketing and media hackathon, bringing together innovators, entrepreneurs, policymakers, media practitioners, and marketing professionals to address real-life marketing and media challenges over two months. The event aimed to inspire creativity and foster mentorship, resulting in prototypes, fresh concepts, and innovative uses of technology in marketing and media. The event saw significant traction with **500 participants** from **72 locations** across **5 countries** on **4 continents**, forming **100 teams**, with **10 finalists** and **5 winners**.

Building on this momentum, **MarkHack 2.0** focused on "Unlocking the Power of the Creative Economy," exploring the intersections of technology, creativity, and commerce. This edition further emphasized the critical role of the creative economy in shaping the future of marketing and media. The event attracted **1365 participants** from **92 locations** across **3 countries** on **3 continents**, forming **230 teams**, with **10 finalists** and **3 winners**.

In two years, **MarkHack** has achieved impressive results: a hybrid attendance of **3401 individuals**, **55 sponsors/partners**, a social media reach of **5.8 million**, **1799 participants**, 60 jurors, 47 mentors, 59 online blogs, **37 newspapers**, and **30 billboards**.



MarkHack 3.0, themed "Beyond Limits: Unleashing Creativity with Emerging Tech," aims to push the boundaries by integrating emerging technologies with creative processes. It will feature workshops with technology and industry experts, exhibitions showcasing tech products for marketing and media, and a hackathon for startups to pitch their innovations to a panel of judges, with the chance to win prizes, funding, or access to renowned accelerator programs. The conference objectives are to address industry trends, foster cross-sector collaboration, and showcase innovative technologies, products, and business models.

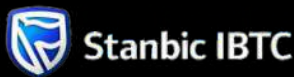
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Conference Convener & Curator



Victor Afolabi

Founder, Eko Innovation Centre
/CEO, Hazon Holdings

Victor 'Gbenga Afolabi (VGA) is an award-winning business executive and tech leader with over two decades of industry experience. He is the CCEO of Hazon Holdings, a diversified business group with a presence in Africa and Europe. VGA is renowned for driving growth, fostering innovation, and achieving exceptional business outcomes. As the driving force behind GDM Group, a leading Marketing & Media Technology entity, he has delivered tailored services for global brands and played a pivotal role in executing Africa's largest social intervention program.

His leadership extends across diverse businesses in telecoms, energy, healthcare, marketing, media, and software development, aligning with Sustainable Development Goals. VGA is a board member of the Lagos State Science, Research and Innovation Council (LASRIC), contributing his expertise to shape the region's scientific and innovative advancements.

He has also established the Eko Innovation Center to empower startups and address youth unemployment. With a Pharmacy degree from Ahmadu Bello University, Zaria, a Master's in Managerial Psychology from the University of Ibadan, and an MBA from Alliance Manchester Business School, VGA is currently a doctoral student at Hult International Business School, United Kingdom, focusing on entrepreneurship, innovation, and strategy. His dedication to community and social impact is evident through his involvement in shaping Lagos' innovation landscape and mentoring aspiring entrepreneurs.

Special Guest



Tunbosun Alake

Honorable Commissioner for Innovation,
Science & Technology, Lagos State

An Information Technology & Business Management executive with years of experience spanning different disciplines within the Technology space. Mr. Olatunbosun Alake is the Honorable Commissioner, Lagos State Ministry of Innovation, Science and Technology.

Mr. Alake's experience spans disciplines in Product Management, Business Intelligence, Application Deployment & Business Development spanning across the Telecoms, IT and the Media & Entertainment industries. Mr. Alake has worked on, managed and deployed a diverse set of enterprise applications that deliver value to employees and customers within said industries.

Prior to joining the government, Mr. Alake was the General Manager of IT and Innovation at the Filmhouse and FilmOne Group. The largest Cinema and Motion Picture distribution group in West Africa.

Beginning his career as a technology consultant in Philadelphia, U.S.A, Mr. Alake was able to manage technology related issues for clients across the hardware and software spectrum. His transition to Nigeria saw him take up a position as the technical Learning & Development specialist at IPNX Telecoms Nigeria Ltd. where he deployed and managed technical and generic organizational learning programs that contributed to significant improvements in organizational productivity.

He subsequently worked in various functional and leadership positions at IPNX where he was the Head of the Business Intelligence unit tasked with developing and managing the Business Intelligence Architecture and Applications. The complex nature of this discipline exposed him to the critical nature of data management to the success of any entity.

Special Guest



Dr. Olalekan Fadolapo

Director-General of the Advertising Regulatory Council of Nigeria (ARCON)

Dr Lekan Fadolapo is currently the Director-General of the Advertising Regulatory Council of Nigeria (ARCON). Before the appointment, he served for almost two decades as the Executive Director/CEO of the Association of Advertising Agencies of Nigeria (AAAN).

A well-grounded professional in marketing, law, and economics among others, he was also a member of the Advertising Practitioners Investigative Panel (APIP), Vice Chairman of the APCON Finance & Admin. Committee, and Chairman of APCON Corporate Licensing Administrative Enforcement Committee (CLAEC). He was also the Chief Examiner for APCON Professional Examination, Lagos Centre, and an ICAN Examiner.

He was also a Member of the Executive Committee of Heads of Advertising Sectoral Groups (HASG). He has served as Secretary to some Advertising Industry Organizations and Bodies which include: Secretary to AAAN Board Of Trustees, Secretary to the AAAN Executive Board, Secretary of LAIF Management Board, Secretary to the Board of Directors, the Advertising Academy, Secretary, the Advertising Industry Reform Committee, General Secretary, International Advertising Association (IAA) Nigeria Chapter. An alumnus of the Ogun State University where he got his first degree in Economics, Dr. Fadolapo holds three Master's degrees: an MSc in Marketing, a Master in Business Administration (MBA), and a Master in Legal Studies (MILS) from Babcock University, Ilisan, Ogun State; the Federal University of Technology, Akure, Ondo State and the Lagos State University, Ojo, Lagos respectively.

National Anthem

First Stanza

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

Second Stanza

*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.*

Third Stanza

*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*



Its time to *Choch*



Omega



Omega





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FIND YOUR
INSPIRATION



KEYNOTE
SPEAKERS

MarkHack 3.0

A Marketing and Tech Conference

BEYOND LIMITS

UNLEASHING
CREATIVITY WITH
EMERGING TECH

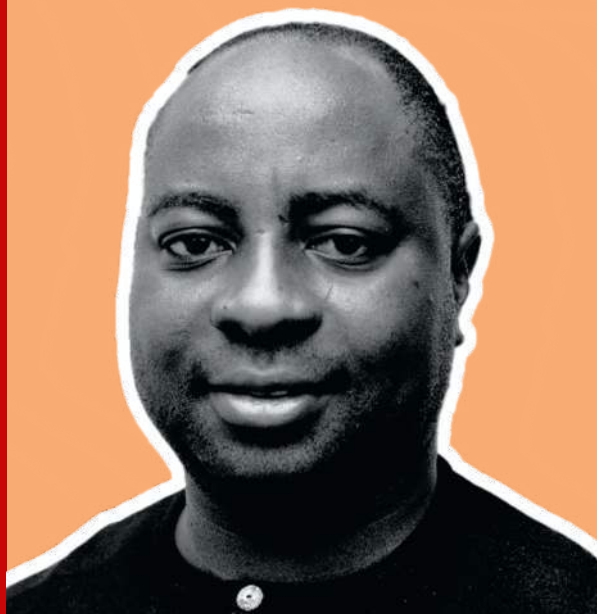


OLUGBOLAHAN OLUSANYA
NIGERIA COUNTRY DIRECTOR,
TEKNOLEDGE



TOSIN FANIRO-DADA
PARTNER, BREEGA

Keynote Speakers



Olugbolahan Olusanya

Nigeria Country Director, TeKnowledge

Leveraging Technology to Revolutionize
Customer Experience and Marketing Strategies

Olugbolahan Olusanya is a seasoned executive with over 20 years of experience driving growth and operational excellence across diverse industries. Currently, he serves as the Nigeria Country Director for TeKnowledge (Tek Experts, Elev8, Cytek). In this role, he has leveraged his expertise in IT, BPO, Telecoms, and Financial Services to spearhead strategic initiatives that have significantly developed Tek Experts, the tech support arm of the business; Elev8, the digital skilling arm of the business; and Cytek, the cybersecurity arm of the business. Recently, he successfully launched a new Security Operations Center in Lagos, Nigeria.

Olugbolahan has implemented business transformation strategies that have led to increased profitability and improved client satisfaction and retention. He leads a multicultural team of over 2,000 staff to achieve operational excellence and enhance service delivery. His carefully established strategic partnerships have expanded TeKnowledge's reach and market share in the Nigerian market.

Prior to joining TeKnowledge, Olugbolahan's extensive experience in IT service management, program management, business process improvement, revenue assurance, and strategic planning enabled him to lead multinational corporations across North America, India, the Middle East, Europe, and Africa (EMEA), achieving significant revenue growth and market share expansion.

Olugbolahan is an alumnus of Columbia Business School, MIT Sloan School of Management and Stanford University Graduate School of Business. He holds a BSc in Computer Science & Engineering from Obafemi Awolowo University, an MIT from the University of Lagos and an MBA from UCAM, Spain.

Keynote Speakers



Tosin Faniro-Dada Partner, Breega

Scaling Startups Globally: Breaking New Frontiers
with Innovative Strategies and Collaborative Growth

Tosin Faniro-Dada is an ecosystem builder and investor serving pioneering tech founders across Africa. Tosin has dedicated her career to helping founders scale and create societal & behavioral change. She took on the inaugural role of Executive of Lagos Innovates, an incubator powered by LSETF aimed at propelling more than 200 tech startups in Lagos state. Her leadership unlocked avenues to essential resources, including infrastructure, financing, talent, education, and networks.

With her exceptional leadership, Tosin progressed to the position of Director of Programmes & Coordination at LSETF, where she spearheaded intervention programs, offering financial access to MSMEs, facilitating training and job placements for youth, and securing financing from the private sector to aid over 2,000 entrepreneurs affected by the Covid-19 pandemic. Her journey continued as she took on the Managing Director & CEO role at Endeavor Nigeria, contributing to the growth of Nigeria's most prominent tech scaleups.

Now a Partner at Breega, one of the fastest-growing early-stage VC funds in Europe and Africa, Tosin deploys capital and scaling opportunities to help tech founders solve significant economic and social challenges



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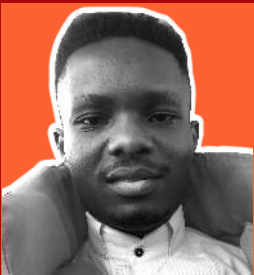
PLENARY SPEAKERS

The Future of Marketing and Media in a Tech-Driven World



JIMI TAIWO
GENERAL MANAGER, PEPSICO,
NIGERIA

LEAD DISCUSSANT



**OLUWADAMILOLA
ADAMS**
FOUNDER, SOCIALAFRICA
(EX CREATION TOOLS LEAD
TIKTOK SSA)



**OYEBOWALE
AKIDEINDE**
HEAD, DIGITAL PRODUCTS
& INNOVATION, AIRTEL NIGERIA



STANISLAUS MARTINS
MANAGING DIRECTOR,
WEST AFRICA, ALEPH GROUP



TOBI AYENI
FOUNDER, MISS TECHY

MODERATOR

Plenary Speakers

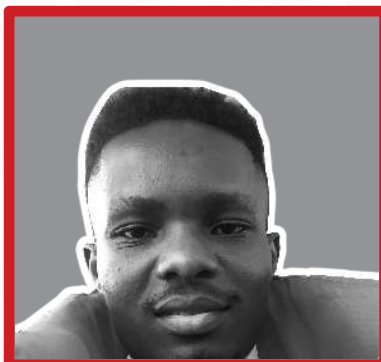


Jimi Taiwo

General Manager, Nigeria at PepsiCo

Lead Discussant

Experienced General Manager with over 28 years in diverse industries including Tyre, FMCG (Foods & Beverages, Home & Personal Care, Beauty, and Baby), across Nigeria, Ghana, Kenya, Australia, and New Zealand. Currently serving as General Manager at PepsiCo Nigeria, with prior roles as CEO and Board Member at Food Concept Pioneer Limited, and Regional Marketing Director for Africa at PZ Cussons. Holds a Bachelor's degree in Industrial Engineering, an MBA in Marketing from the University of Ibadan, and executive education from Wharton, University of Cape Town, and Lagos Business School. Known for forward-thinking leadership, driving results, and fostering inspirational and integrity-driven environments. A Fellow of the Chartered Institute of Marketing and member of the Nigeria Society of Engineers, emphasizing values and character in leadership



Oluwadamilola Adams

Founder, SocialARAfrica
(Ex Creation Tools Lead TikTok SSA)

Oluwadamilola (Dharmy) Adams is an AR experience strategist, creative consultant, brand manager, and marketing professional. With a bachelor's degree in Civil Engineering from the University of Ilorin, Nigeria, Dharmy has over six years of experience as a digital account manager, copywriter, and marketing strategist for global brands like Coca-Cola, Johnnie Walker, and Budweiser. He previously led Creation Tools at TikTok Sub-Saharan Africa, overseeing the development of popular features such as effects, stickers, and templates. Currently, he leads Social AR Africa and founded Hustle of Lagos, a media platform showcasing Lagos' daily hustle. Dharmy's AR achievements include facilitating a Guinness World Record for Tecno XAFCON, and leading viral campaigns like #CreateWithEffects, Oxlade Kulosa filter, Afronation filter, and Ameno Amapiano Remix. Passionate about African potential, he enjoys skating, surfing, cycling, and volunteering in his free time



Stanislaus Martins

Managing Director, West Africa,
Aleph Group

Stanislaus Martins is a seasoned professional at the intersection of marketing, technology, and business. A Fellow of both the Chartered Institute of Marketing (CIM), UK, and the National Institute of Marketing Nigeria (NIMN), he has over two decades of experience helping brands achieve business objectives through digital channels and technology solutions. He holds a Post-graduate Diploma in Digital Marketing from the Digital Marketing Institute, Ireland, and is a certified Cloud Architect and Cybersecurity professional. Currently the President of the Association of Digital Marketing Professionals of Nigeria (ADMARP), Stanislaus has held esteemed positions at Insight Publicis, Jumia, and Meta (formerly Facebook). He is now the Managing Director for the West Africa region at Aleph, a global digital media sales powerhouse and authorized sales partner for Meta, X, Spotify, Snapchat, and Audiomack in Nigeria

Plenary Speakers



Oyebowale Akideinde

Head, Digital Products & Innovation,
Airtel Nigeria

Oyebowale Akideinde, also known as Oye Akideinde, draws profound inspiration from Mariam Williamson's words as he reflects on his 20-year career journey shaped by an African perspective and global experience. With expertise spanning entertainment, consumer goods, eBusiness, financial, media, and digital sectors, Oye has excelled in technology, project management, strategy, marketing, product development, and business innovation. His achievements include being named The Music Business Executive of 2020 by Scream Awards, recognized as Marketing Edge's 2018 Digital Entertainment Innovator, and listed among Avance Media's 100 Most Influential Young Nigerians. Oye holds an MSc in Business Information Systems from the University of Hertfordshire and a BSc in Computer Science from the University of Lagos. He led Boomplay Music to win Best African App at the 2017 AppsAfrica Innovation Awards and currently serves as GM Music Services for MTN Group, CEO of MusicTime, Simfy Africa, and co-founder of 360nobs Limited. Committed to advancing Africa's music ecosystem, Oye actively engages in global workshops focused on African trends and opportunities



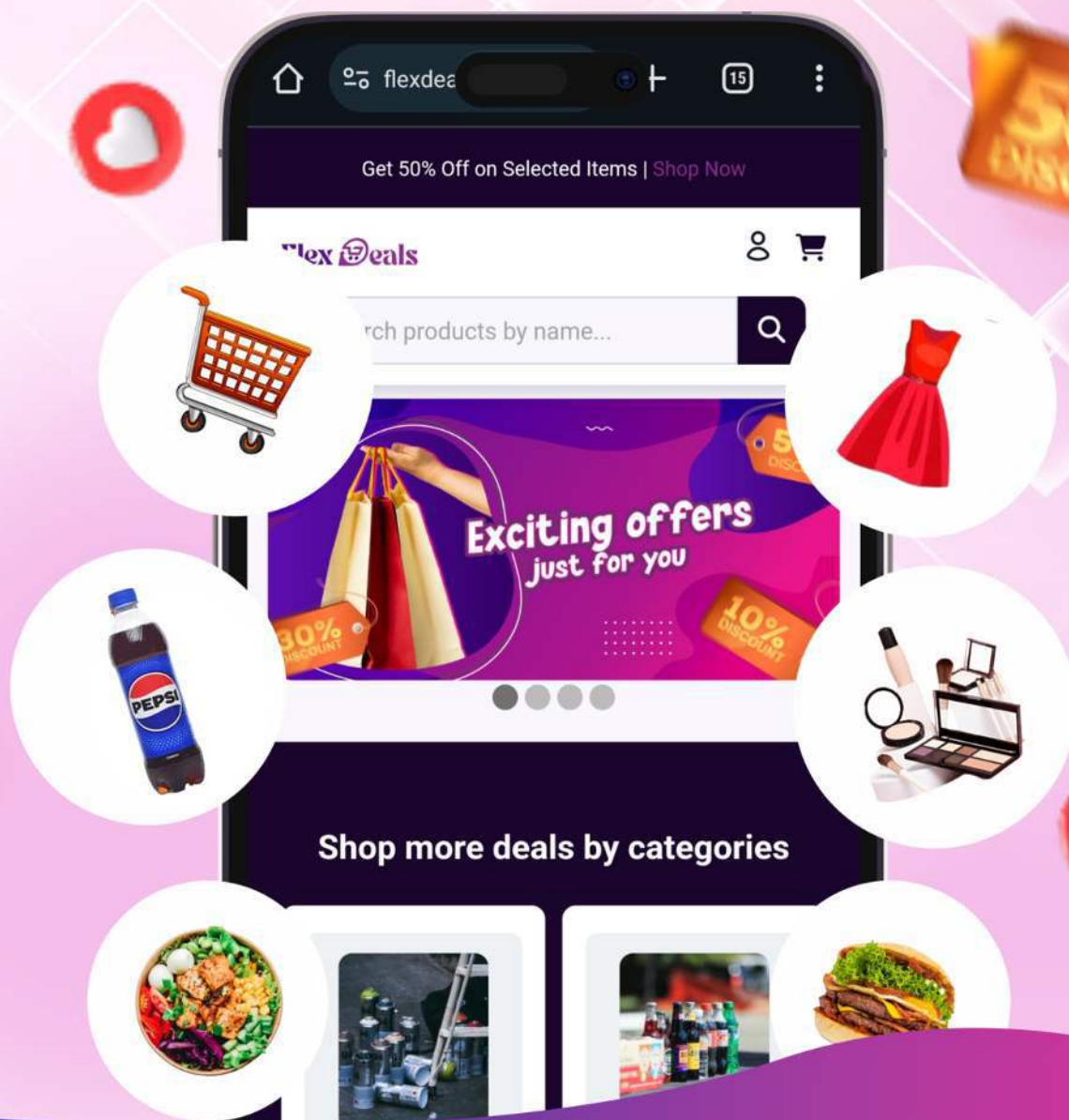
Tobi Ayeni

Founder, Miss Techy

Moderator

Ayeni Oluwatobi Dorcas, also known professionally as MissTechy is a graduate of banking and finance at Covenant University, Nigeria, she is also a Nigerian tech content creator best known for her creative, engaging and highly captivating content which helps inform, educate her audience about tech. Tobi, who started her tech career with a tech blog by the same name - Misstechy in February 2015, later launched into making videos on YouTube and Instagram. Tobi Ayeni currently boasts of over 100k Instagram followers and 30k+ on Twitter and has partnered with high profile brands including Google, MTN, Nescafe, Microsoft, Oppo, Smoov, and more recently Standard Chartered Bank. She is also the recipient of several awards like YTech100 and Best techcontent creator in Nigeria, to name a few

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PLENARY SPEAKERS

Digital Transformation in Industry: Marketing, Media, and Technology



KEMI LONGE
HEAD OF MARKETING,
PZ CUSSONS

LEAD DISCUSSANT



SAM IMMANUEL
CEO, SEMICOLON AFRICA



ITOHAN IZUGBOKWE
COUNTRY MANAGER,
FUTURETECH MEDIA



SEGUN OGUNLEYE
GENERAL MANAGER MARKETING,
SEVEN UP BOTTLING COMPANY



YINKA OBEBE
CEO, POP CENTRAL

MODERATOR

Plenary Speakers



Kemi Longe

Head of Marketing, PZ Cussons

Lead Discussant

Kemi Longe is a transformational business leader and brand-building expert with over a decade of marketing experience across global FMCG companies like Diageo, Unilever, GSK Consumer, and PZ Cussons. Renowned for her strategic vision, Kemi excels in driving profitable business growth and developing robust commercial plans. She leads cross-functional teams, enhancing productivity through efficient processes. Kemi's expertise spans brand development, sales operations, business development, and trade marketing. She has successfully grown brands across Africa, launching award-winning campaigns and products. Recognized among the 9 to 5 Chick Top 100 Career Women in Nigeria and as BrandCom's 2023 Marketing Professional of the Year, Kemi is also passionate about mentoring, helping individuals advance in their careers. Colleagues describe her as creative, analytical, and detail-oriented.



Sam Immanuel

CEO, Semicolon Africa

Sam Immanuel is the CEO of Semicolon Africa, a workforce development company driving Africa's digital transformation. Semicolon trains individuals in tech skills and connects them with top employers. With a 91% employment rate, Semicolon's program has contributed over 3.5 billion Naira to the economy, created 500+ jobs, and trained 700+ software engineers. As a seasoned software engineer and entrepreneur, Sam fosters innovation through Semicolon Ventures, helping startups grow from idea to investment readiness. He collaborates with government agencies on progressive tech policies and ecosystem growth. With over 20 years of experience, Sam holds an MBA from Imperial College London, an MSc in Software Engineering from the University of Westminster, and certifications from Sun and Oracle. His consulting expertise includes Accenture, IBM, and Teradata. Sam is dedicated to building a thriving tech ecosystem and shaping Africa's future through Semicolon.



Itohan Izugbokwe

Country Manager, Futuretech Media

Itohan Izugbokwe is a seasoned leader with diverse experience especially in digital tech, marketing strategy and business management. She is the Country Manager of Futuretech, a company headquartered in Dubai (with offices in Lagos, Johannesburg, Capetown, Saudi Arabia, and Singapore) that provides next generation technology solutions and combines brand level studies, shoppable media and conversational ads to achieve brand outcomes for all types of clients. Within 3 years of launching and leading the business in Lagos, Futuretech Media has experienced significant growth, working with major players in the public and the private sector. Additionally, she contributed to the successful market launch of other tech platforms that help brands and advertisers achieve their key performance metrics. Committed to empowering youths, she has also developed impactful training programs, equipping them with invaluable training and mentorship for fresh graduates interested in digital.

Plenary Speakers



Segun Ogunleye

General Manager Marketing,
Seven Up Bottling
Company

With over fourteen years of experience managing iconic global FMCG brands like PepsiCo and PepsiCo-Unilever JV, He is an enthusiastic and innovative marketer. Skilled in brand development, building, and experiential marketing, He excels as an analytical and collaborative team player. His expertise lies in delivering and activating insight-led marketing strategies that drive profitability, market share, and volume growth while enhancing brand equity. As a result-oriented, consumer-centric professional, He is committed to achieving commercial success. He is a passionate leader who executes with an entrepreneurial mindset and consistently delivers results



Yinka Obebe

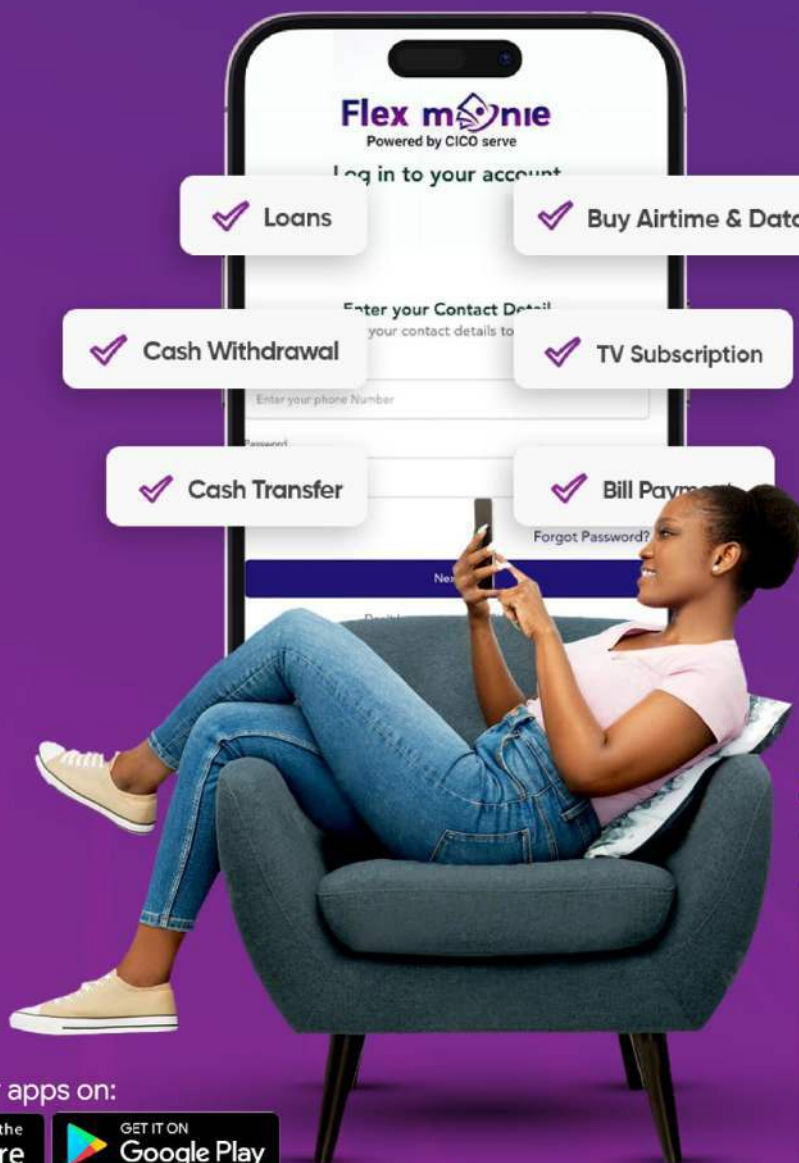
CEO, Pop Central

MODERATOR

Yinka Obebe is a Nigerian entrepreneur, writer, director, and engineer. He is the Founder and CEO of Popcentral TV, a leading social TV station launched on DSTV in 2019. Starting from an Instagram page in 2015, Popcentral TV has become a key platform for young entertainment in Nigeria. Yinka also founded RedboxAfrica, a creative production company providing TV channel support, commercials, and show production across Africa. He created the Poppin app, a mobile app for accessing Popcentral TV content, which was recognized as one of the top 7 Nigerian apps by Apple in 2020. Yinka is a sought-after speaker, known for his expertise in creative media and passion for empowering young people. He holds a degree in engineering and blends his technical and creative skills in his ventures. Married with two children, Yinka enjoys reading, deep tech, and music

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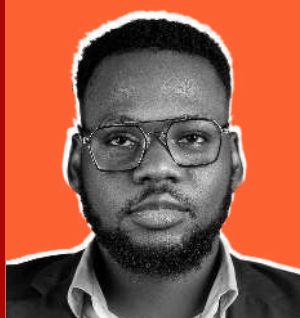
BREAKOUT
SESSION

Gaming and Tech Innovations in Marketing



OLUSEYI AKINDEINDE
FOUNDER,
HYPERSPACE TECHNOLOGIES LTD

MODERATOR



DANIEL ODUNLAMI
B2B & B2C MARKETING
INNOVATION CONSULTANT



IFE E. OBAFEMI
SUB-SAHARAN AFRICA
HEAD-DIGITAL MEDIA & INSIGHTS
(& DIGITAL TRANSFORMATION),
FRIESLANDCAMPINA



TAYO KALEJAIYE
CHIEF GAMING OFFICER, VAULTHILL

Breakout Session



DANIEL ODUNLAMI

B2B & B2C MARKETING
INNOVATION CONSULTANT

Daniel Odunlami is a dynamic global marketing leader reshaping brand strategies and driving connections between global brands and local markets through innovative, sustainable solutions. His expertise spans branding, content marketing, copywriting, experiential and product marketing, growth and performance marketing, content creation, strategy, and innovation. Daniel excels in leading high-performance marketing teams and spearheading global campaigns for renowned brands, earning recognition as one of the top 35 Marketing professionals under 35. His disruptive innovations and award-winning campaigns underscore his impact in the industry



TAYO KALEJAIYE

CHIEF GAMING OFFICER,
VAULTHILL

Tayo Kalejaiye, a seasoned Creative Director, has joined Vault Hill as Head of Gaming, bringing over 15 years of expertise in Graphic Design, Film Production, Game Development, and Animation. His career includes collaborations with high-profile brands and projects, including Jay-Z's ROC nation. With a background in Digital Film and Animation from NMTC Dublin, Tayo has created notable projects like visualizing the Bill & Melinda Gates office and developing 'Money Run', a mobile game for Davido. He has also partnered with Netflix, Apple, Grey Goose Vodka, MTV Base, Hennessy, and First Bank. Recognized with a MegaGrant from EPIC GAMES for his animated short film 'City of Light', Tayo is set to innovate within Vault Hill City's metaverse, integrating NFTs and gaming experiences to redefine casual gaming with enhanced user engagement and rewards



IFE E. OBAFEMI

SUB-SAHARAN AFRICA
HEAD-DIGITAL MEDIA & INSIGHTS
(& DIGITAL TRANSFORMATION),
FRIESLANDCAMPINA

Ifeoluwa Esther Obafemi has over 18 years of experience leading and driving commercial excellence. She is an accomplished business leader with expertise in marketing, sales, channels and strategic management, leadership and people capability development, digital and media management, and digital business transformation. She began her career in academia and briefly worked in aviation before embarking on a successful journey in FMCG, starting with Nestle Nigeria PLC. In her current role, she leads Sub-Saharan Africa Cluster Digital, Media & Insights. She oversees digital transformation across 45 countries and 14 brands in Sub-Saharan Africa at Frieslandcampina Sub-Saharan, a leading dairy company. She is dedicated to delivering substantial results through the digital transformation of operations, fostering a culture of continuous improvement, and driving organisational change that provides a tangible impact on revenue to the business.

Breakout Session



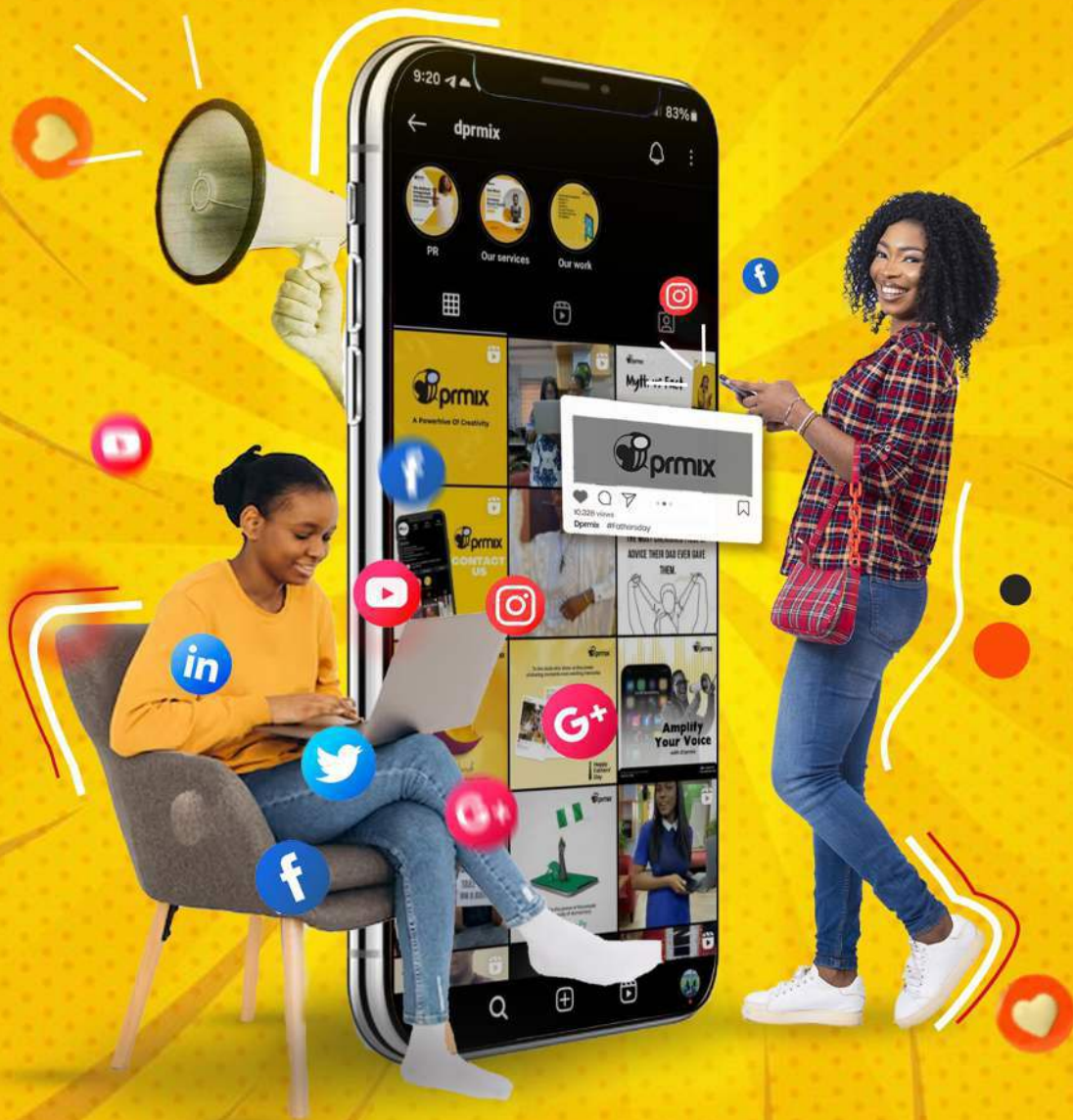
OLUSEYI AKINDEINDE
FOUNDER,
HYPERSPACE TECHNOLOGIES LTD

MODERATOR

Oluseyi Akindeinde brings over two decades of expertise in technology and information security, focusing recently on Electronic Funds Transfer (EFT) and Financial Transaction Systems (FTS). His research findings have been shared at esteemed conferences and with prestigious organizations like the NSA, CBN, ISSAN, and more, alongside advisory roles with the Nigerian eFraud Forum (NeFF). Oluseyi is sought after by entities spanning finance, manufacturing, oil and gas, telecommunications, and government agencies, where he addresses cyber security issues. His current focus includes web3 and blockchain technology, aimed at enhancing enterprise security through innovations in web and product authentication, identity management, and smart contract-based token gating. Passionate about tech startups, he is involved in Hyperspace Technologies, renowned for its pioneering



Sparking BUZZ, Building Trust



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BREAKOUT
SESSION

Emerging Technologies Shaping the Future of Media and Marketing



DEBORAH OJENGBEDE
CHIEF EXECUTIVE OFFICER,
AFEN GROUP

MODERATOR



IBIROGBA LARA
MARKETING MANAGER,
BUSINESS AND COMMERCIAL
BANKING, STANBIC IBTC



EHIA ERHABOH
CO-CONVENER, AI IN NIGERIA



GLORIA NWABUIKE
CATEGORY MANAGER DAIRY
& SNACKS, CHI LIMITED



DR. IFEOLUWAPO ODEDERE
SENIOR BRAND MANAGER
NON-ALCOHOLICS CATEGORY,
GUINNESS NIGERIA PLC

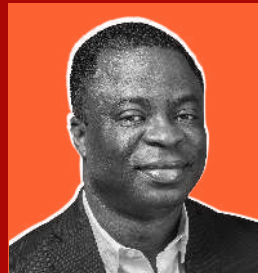
Breakout Session



Ibirogba Lara

Marketing Manager, Business and Commercial Banking, Stanbic IBTC

Lara Ibirogba is a seasoned brand and marketing expert with nearly 15 years of experience across financial services, hospitality, pharmaceuticals, fashion, and oil and gas sectors. Currently Marketing Lead for Business and Commercial at Stanbic IBTC Holdings, Lara previously spearheaded strategic marketing for the Insurance and Asset Management group, launching initiatives such as Stanbic IBTC's first music video and reality TV show, FUZE. Before Stanbic IBTC, Lara led Brand Strategy at FBNQuest, overseeing the re-launch of the FBNQuest brand and managing marketing for subsidiaries. She holds a BA (Hons.) in Mass Communication from Olabisi Onabanjo University and an MA in Advertising and Marketing from Leeds University Business School. Lara is a member of the Nigerian Institute of Public Relations, Nigerian Institute of Management, and Advertising Practitioners Council of Nigeria, contributing actively as an executive member of the Association of Professional Women Bankers



Ehia Erhaboh

Co-convener, AI in Nigeria

Ehia Erhaboh is a PhD Researcher at the University of Bradford, UK, where he is researching the impact of digital transformation (with a focus on AI technology) on firm performance in sub-Saharan Africa. He is also the Co-Founder of AI in Nigeria, a unified platform that connects and empowers AI stakeholders in Nigeria. Before founding AI in Nigeria, Ehia Erhaboh honed his skills and expertise over 2 decades in the diverse financial services, technology, and payment sectors. His journey encompassed pivotal roles across operations, technology, products, innovation management, strategy, and digital transformation in renowned institutions such as Standard Bank Group and Ecobank, leading to his last engagement as the Executive Vice President, Operations and Technology at Interswitch Group – Africa's leading payments integration company.



Gloria Nwanbuike

Category Manager Dairy & Snacks, CHI Limited

Gloria Nwanbuike is a seasoned marketing expert with over 20 years' experience in renowned multinational organizations like Nestle and Mondelez International. Her career spans Marketing Communication, Advertising, Public Relations, Trade Marketing, Innovation, Brand, and Category Management. Gloria has held pivotal roles such as Brand Business Manager at Nestle Nigeria and Category Business Manager at Mondelez International. Currently, as Head of Category Dairy and Snacks for Chi Limited (a Coca-Cola Company member), Gloria oversees Nigeria and Ghana operations. She is recognized for her strategic leadership in developing winning marketing strategies, expanding market segments, and driving business growth across Central West Africa, Eastern Europe, and the Middle East. Gloria holds an MBA in Business Management from the University of Calabar and is actively involved in mentoring young

Breakout Session



Dr. Ifeoluwapo Odedere

Senior Brand Manager
Non-Alcoholics Category,
Guinness Nigeria Plc

Ife is a Chartered Marketer and Experienced Brand Professional with a track record of building and growing iconic brands. He's had a wide range of experience from digital marketing, Innovation Management and Brand Management, and currently leads the Non-Alcoholic Portfolio for Guinness Nigeria as the Senior Brand Manager. He holds a Bachelor's Degree in Medicine and Surgery, an MBA from Quantic School and a Post-graduate Diploma in Marketing from the Chartered Institute of Marketing (CIM), UK



Deborah Ojengbede

Chief Executive Officer, AFEN Group

In addition to being the CEO of AFEN Blockchain Network, Deborah has dedicated the majority of her career to the financial services industry, with a diverse background that includes Strategy & Innovation, Retail, and Women Banking. Deborah's culminating experience is now being utilized to drive blockchain adoption in Africa through innovative web3 solutions.

MODERATOR

BRIDGING GAPS BETWEEN **BRANDS AND CONSUMERS**



DESIGN
SALES **MARKETING** DATA
ACTIVATIONS **STRATEGY**
CREATIVE EXECUTION
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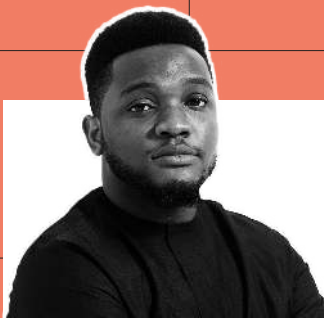
**UNLEASHING
CREATIVITY WITH
EMERGING TECH**

FINAL JURORS



Seun Adaramola

Marketing Director,
Visa West Africa



Joshua Chibue

Cofounder & CMO,
Piggytech



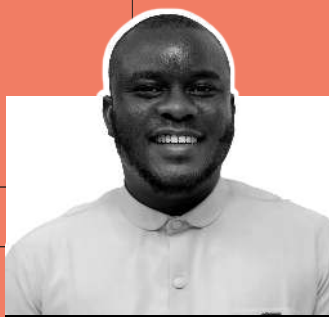
Tolulope Medebem

President, Experiential Marketers
Association of Nigeria



Kayode Oladapo

CEO West Africa at Godrej
Consumer Products Limited



Oke Umurhohwo

Marketing Manager (West Africa),
itel Mobile



Atim Ukoh

Creative Director, Afrolems
Culinary Services Limited



Ilyas Kazeem

Marketing Director, Food Division,
Flour Mills Nigeria.

Final Jurors



Seun Adaramola

Marketing Director,
Visa West Africa

Seun Adaramola is a distinguished global business leader and Marketing Director at Visa West Africa, where she spearheads strategic initiatives to advance Visa's market presence. With extensive expertise in brand strategy, consumer behavior, and digital platforms, Seun oversees comprehensive marketing efforts, including consumer, B2B, and merchant marketing. Since 2021, she has expanded her role to lead brand strategy and sponsorship across Sub-Saharan Africa, managing high-profile partnerships like FIFA World Cup and AFCON. Seun's outstanding performance has earned her prestigious accolades, including recognition



Joshua Chibueze

Cofounder & CMO,
Piggytech

Joshua Chibueze is the Co-founder and Chief Marketing Officer (CMO) of Piggytech, the owners of Piggyvest and PocketApp. Piggytech has been in operation for more than eight years and continues to provide tools and resources for people to save, invest, spend, and manage their money with ease. Today, Piggyvest and PocketApp have over 7 million registered users, providing individuals and businesses with invaluable tools for saving, investing, and managing their finances. Joshua's achievements include making the Forbes 30 Under 30 list in 2019 and becoming an Endeavor Entrepreneur in 2022. He is a graduate of Covenant University and the Stanford School of Business. He has over a decade of experience in Brand and Product Marketing, Digital Transformation, and Customer Experience Design, working with multinationals, SMEs, and startups"



Tolulope Medebem

President, Experiential Marketers
Association of Nigeria

Tolulope Apinke Medebem (T.A.M) is COO and Lead Consultant at Aster Integrated Marketing Limited (AsterIML), known for crafting impactful brand experiences across sectors such as British Council, MTN, and Nigerian Breweries. As the first female President of EXMAN (Experiential Marketers Association of Nigeria), she advocates for equity and excellence, consistently ranked among the 50 Most Influential Women in Marketing Communications. T.A.M's passion for reading and fitness shines through her commitment to family, work, and community. She holds degrees from Obafemi Awolowo University and China Europe International Business School (CEIBS), and is active in industry bodies like the Chartered Institute of Management Consultants and Nigerian Institute of Management. Committed to social causes, she volunteers with The ACT Foundation and The Slum2School project, while promoting mental wellbeing through her initiative, BantzwithTee.

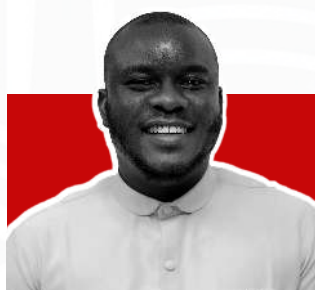
Final Jurors



Kayode Oladapo

West Africa at Godrej
Consumer Products Limited

Kayode Oladapo is a distinguished business leader recognized for his proactive approach and impactful results in multinational corporations spanning over a decade. Notably, at Nestle, he excelled as Category and Marketing Manager, driving Nescafe's growth in Anglophone West Africa with strategic insights and innovative strategies. His journey continued as Assistant Regional Manager for Nestle's Zone AOA in Vevey, Switzerland, where he contributed to global initiatives, leveraging his MSc in food science from London Metropolitan University. Kayode's expertise includes strategy development, market expansion, and operational excellence, complemented by certifications in CIMA and Prince 2. As CEO for West Africa at Godrej Consumer Products Limited, he plays a pivotal role in expanding the company's footprint with brands like Darling, Mega Growth, and Good Knight. His career reflects a commitment to excellence, driving sustainable growth and transformative change across diverse markets



Oke Umurhohwo

Marketing Manager (West Africa),
itel Mobile

Oke Umurhohwo is the Marketing Manager (West Africa) at itel Mobile, with over a decade of experience in marketing, communications, digital marketing, and project management. He leads itel's marketing teams across West Africa, executing global strategies locally. Oke has received several accolades, including the "Top 35 under 35" award by Brand Communicator and recognition as one of the Top 100 Most Influential People in Africa by The Top Charts in 2023. He holds an MBA in Marketing and a Master's in Environmental Management from the University of Lagos. As an entrepreneur, Oke owns several businesses, including City Herbs and Prime Rose Logistics. He founded the Oke Umurhohwo Foundation, which provides scholarships, youth empowerment schemes, and medical outreaches. Recently, he paid off debts for 120 people, showcasing his commitment to helping others



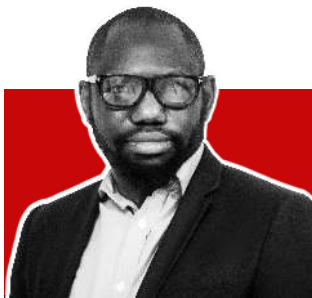
Atim Ukoh

Creative Director, Afrolems
Culinary Services Limited

Atim Ukoh is a visionary creative director known for her innovative approach to culinary arts and cultural exchange. As the driving force behind Afrolems, a dynamic platform celebrating African cuisine, Atim has carved out a unique space in the culinary world, blending traditional flavors with contemporary techniques to create unforgettable dining experiences. With roots deeply embedded in her Nigerian heritage, Atim brings a wealth of cultural knowledge and culinary expertise to her role as creative director. Her passion for sharing the rich tapestry of African cuisine with the world is evident in every aspect of her work, from meticulously crafted recipes to vibrant culinary events that showcase the diversity and complexity of African culinary traditions.

Atim received her undergraduate degree from the University of Toronto, where she studied Digital Enterprise Management. She went on to earn a Masters in Social Entrepreneurship from Hult International Business School in San Francisco, where she honed her skills in marketing, entrepreneurship, and social impact.

Final Jurors



Ilyas Kazeem

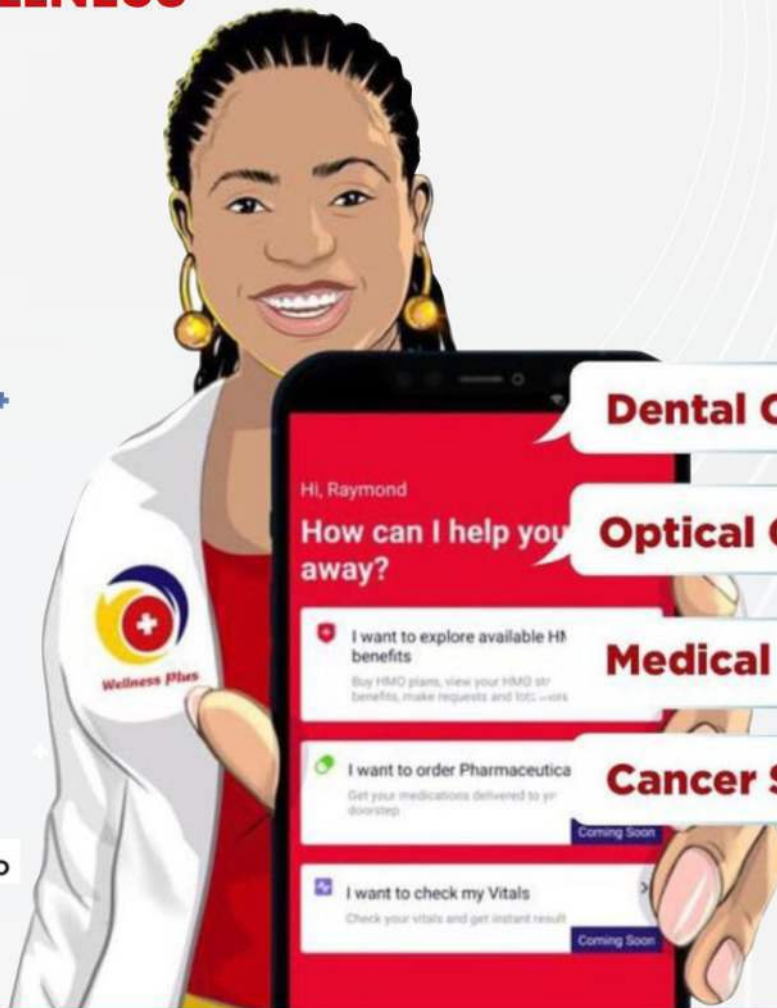
Marketing Director, Food Division,
Flour Mills Nigeria.

Ilyas Kazeem, currently the Divisional Marketing Director, Food Division for Flour Mills of Nigeria, PLC with over 17 years work and expertise in Marketing and Category management across multiple brands and geographies in Sub-Saharan Africa. He has numerous experiences building brands across the FMCG & Food sectors, having worked with P&G, Hayat Kimya and Eat'N'Go, prior to joining FMN in 2022. He is a graduate of the University of Oxford, where he bagged a Master-level degree in Global Business Management from the Said Business School. He is also currently a Doctorate Degree Research Student in Business Administration at the Durham University Business School. Ilyas has an MBA in Marketing and a bachelor's degree in Chemical Engineering.



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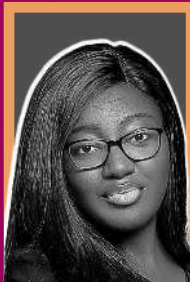
SELECTION JURORS



AWA NDUKWE
DIRECTOR OF AI SOLUTIONS,
OPTIVITY NOW



BEN IYOKA
HEAD, BRAND & MARKETING
COMMUNICATIONS,
VATEBRA LIMITED



ALBRIGHT ENYIOHA
VRAI ENGINEER, THE WORLD
BANK ITS TECHNOLOGY
INNOVATION LAB



MERCY EMMANUEL
COUNTRY MANAGER,
SENTZ GLOBAL



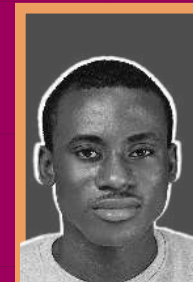
**BOLUWATIFE
ASHIMOLOWO**
CHIEF OPERATING OFFICER,
AUTOGON AI



BUKAYO EWUOSO
HEAD OF BUSINESS, ADTECH
& MARKETING SOLUTIONS,
PSI MOBILE



**AKINTOLA
OLUWATOSIN**
HEAD OF DIVISIONWEST
GUINNESS NIGERIA



**HAMMED
AROWOSEGBE**
FOUNDER, SWIFTXR



**FAITH TITUS
OKAFORMBAH**
FOUNDER, SONERGY DATA
TECHNOLOGIES &
COFOUNDER, BLOCK CHAIN



**YEWANDE
ADE-ALAO**
BRAND MANAGER, SEVEN UP
BOTTLING COMPANY



OLUBUNMI FABANWO
CLOUD BUSINESS
DEVELOPMENT, TP CANADA,
GOOGLE



**ADEKUNLE ADEYEMI
QUADRI**
HEAD OF MARKETING, OPAY



MILTON TUTU
CHIEF MARKETING OFFICER,
SELAR.CO



**MATTHEW
ISIKHUEMEN**
FOUNDER & CEO, ALBASTIC



**OSARUGUE AWANI,
MCIM**
VP, PARTNERSHIPS AND
MARKETING, TERRAGON
GROUP



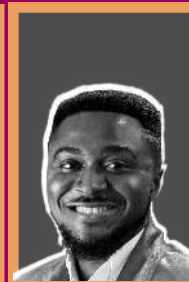
DR. OLUSOLA AYOOLA
FOUNDER, ROBOTICS AND
ARTIFICIAL INTELLIGENCE
NIGERIA



**FAHEEDAT
ABDULSALAM**
EXTENDED REALITY
SOFTWARE ENGINEER
ARVR, PWC NIGERIA



DERRICK IKENGA
AUGMENTED REALITY
SPECIALIST, EUPHORIA LABS



BRIGHT OKERE
HEAD, MARKETING &
CAMPAIGNS, TRANSSION
HOLDINGS

Selection Jurors



AWA NDUKWE
DIRECTOR OF AI SOLUTIONS,
OPTIVITY NOW

Awa K. Ndukwe is a renowned Brand Strategist and AI Solutions Expert, driving global brand recognition and business growth. As Founder and Chief Brand Officer at Awa's Thoughts Room, he has significantly boosted brand mentions and marketing ROI. In his role as Director of AI Solutions at Optivity Now, Awa increased operational efficiency by 60% through strategic AI deployment. Awa is dedicated to Africa's business landscape, inspiring entrepreneurs through sustainable practices. His notable achievements include being named among the Top 200 Influencers on LinkedIn in 2023, Brand Strategist of the Year at the Iconic Brand Awards in 2020, and recognition in Business Elites Africa in 2021. Awa's leadership has consistently enhanced brand visibility and market penetration, contributing to Africa's economic development.



BEN IYOKA
HEAD, BRAND & MARKETING
COMMUNICATIONS,
VATEBRA LIMITED

Ben Iyoha is a transformational expert in Brand, Communications, Marketing, and PR with over a decade of experience in Advertising, Broadcast, Public Relations, and Technology. His career began in 2010 as a copywriter at Wunderman, a WPP Advertising Agency, where he excelled in crafting compelling messages and creative concepts. He then advanced to Copy & Concept Strategist at Novelpotta Young & Rubicam. Currently, Ben is the Head of Brand and Communications at Vatebra Limited, a leading Pan-African software company. He leads a dynamic team, shaping the company's brand identity and implementing innovative marketing strategies across key African markets. Ben's expertise in consumer behavior, market trends, and emerging technologies enables him to create effective campaigns that drive brand awareness and engagement. His leadership has been instrumental in establishing Vatebra as a trusted brand in the competitive software industry. Ben holds a strategic mindset and a passion for



ALBRIGHT ENYIOHA
VR/AR ENGINEER, THE WORLD
BANK ITS TECHNOLOGY
INNOVATION LAB

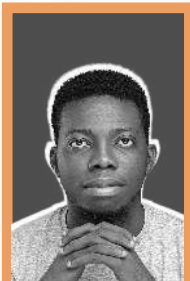
Albright Enyioha, a creative technologist, blends technology with education and sustainability. With a background in Petroleum Engineering and an MBA, she combines technical prowess with business acumen. As VR/AR Engineer at The World Bank ITS Technology Innovation Lab, Albright pioneers innovative AR/VR solutions across sectors. Her roles at African Leadership University and ARVR Africa, supported by Meta, empowered 500+ students in XR development. Passionate about Africa's XR landscape, she drives human development through technology. Specializing in Spatial Computing, XR development, game design, and user experience, Albright aims for global impact.

Selection Jurors



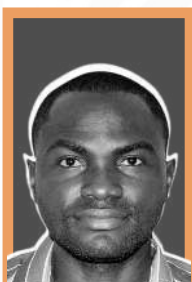
**BOLUWATIFE
ASHIMOLOWO**
CHIEF OPERATING OFFICER,
AUTOAGON AI

Boluwatife Ashimolowo is the COO of Autogon AI with over six years of experience as a business leader. In this role, he oversees the responsibility of managing all internal affairs and aligning the strategy of the company with the overarching vision. Along with that major activity, he focuses his remaining professional hours on fostering relationships and closing major deals with his team. He is a member of Under 40 CEOs, World Business Angels Forum, and Unicorn Founders.



BUKAYO EWUOSO
HEAD OF BUSINESS, ADTECH
& MARKETING SOLUTIONS,
PISI MOBILE

Bukayo Ewuoso is the Head of Business, AdTech & Marketing Solutions at Pisi Mobile, leveraging over seven years of expertise in digital media and technology sales. He drives the development of innovative marketing solutions, enhancing the company's offerings with advanced AdTech strategies. Previously, as Global Product Marketing Manager at Eskimi, Bukayo managed product marketing across international markets. He has worked with brands in Tech Startups, Telcos, Banking, and FMCG, crafting tailored digital campaigns and building strong client relationships. Recognized as a top digital marketing professional by Tech Economy and Marketing Edge in 2022 and 2023, Bukayo also mentors the next generation of marketers, serving as Dean of the Academy at DigiClan Africa in 2022



**AKINTOLA
OLUWATOSIN**
HEAD OF DIVISION WEST
GUINNESS NIGERIA

13 years of Sales and Customer Marketing experience in FMCG. I am a seasoned and proven performer, with varied background in sales, category management, trade marketing and project management. I am a member of the prestigious project management institute and a qualified Project Management Professional. Core Competencies: Retail and Commercial Sales, Business and Strategy Development, Route to Market, Category Management, Trade marketing, Customer Relationship Management, Market Research, Shopper and Consumer Marketing and Customer marketing, talent development and P&L management. empowered over 500 students with the skills needed to navigate immersive technologies. At the forefront of Africa's XR technology landscape, Albright is driving the evolution of this field with unwavering commitment. Her passion for leveraging technology to foster human development, combined with her versatile expertise encompassing Spatial Computing/XR development, game design, and user experience design, underscores her dedication to effecting positive change on a global scale.

Selection Jurors



FAITH TITUS OKAFORM
FOUNDER, SONERGY DATA TECHNOLOGIES & COFOUNDER, BLOCK CHAIN NIGERIA USER GROUP

Faith Titus OkaforMbah, M.Sc., B.Tech., CBE, CCA, is a pioneering leader in blockchain technology and business development with over 15 years of experience spanning entrepreneurship, ICT, finance, and advocacy. She's recognized globally for her contributions, including awards from the Internet Computer Protocol (ICP) Hub Sahara and Startup-Padi Africa. Faith holds an M.Sc. in International Oil and Gas Management from the University of Dundee (CEPMLP), UK, and a B.Tech. in Land Surveying from Rivers State University of Science and Technology, Nigeria. As Founder & CEO of eWealthatlantic & Sonergy Data Technologies Ltd., Co-founder of Blockchain Nigeria User Group, and roles at Government Blockchain Association (GBA) Africa, she developed the Sonergy protocol and was honored among top women in blockchain. Active in Nigerian Institution of Surveyors, Surveyors Council of Nigeria, and Global Council for the Promotion of International Trades, she's listed among Top 40 African Women in Blockchain by CryptoTvPlus and speaks globally on blockchain for financial inclusion, empowering with blockchain, and Web3's impact on businesses



YEWANDE ADE-ALAO
BRAND MANAGER, SEVEN UP BOTTLING COMPANY

Yewande Ade-Alao is a seasoned marketing expert with extensive experience in the FMCG industry. She excels in brand management, strategic planning, and market analysis, driving successful campaigns for companies like Unilever, Frutta, Dangote, Upfield, and Grand Oak Limited. Currently, as Energy Category Lead at Seven-Up Bottling Company, she manages global brands such as Pepsi and Rockstar Energy Drink, as well as local brands like Supa Komando Energy Drink. Yewande's core competencies include innovation, product distribution, budget management, and project management. Her educational background includes certifications in marketing and brand management, along with a Bachelor's in Physiology from the University of Lagos. Passionate about creativity and excellence, she drives transformative brand strategies and business growth



OLUBUNMI FABANWO
CLOUD BUSINESS DEVELOPMENT, TP CANADA, GOOGLE

Olubunmi Fabanwo is a visionary leader who bridges the gap between cutting-edge technology and real-world impact. Fueled by a deep passion for technological evolution, he leverages his expertise in blockchain to drive positive change. In his current role with Google Cloud, Olubunmi is instrumental in forging strategic partnerships that empower businesses to leverage the transformative power of the cloud. His prior experience in traditional finance with Gtbank Plc and the fintech space with Mono, provides a well-rounded understanding of the financial landscape, allowing him to effectively tailor cloud solutions to meet the specific needs of clients. Olubunmi's influence extends far beyond the boardroom, previously, he played a pivotal role in driving cryptocurrency adoption in Africa as the Affiliate Program Manager for Binance Africa. Recognized as a thought leader in these fields, Olubunmi is a Global Speaker, captivating audiences at conferences around the world with his insightful presentations and engaging communication style. Olubunmi's academic achievements are a testament to his dedication to knowledge and lifelong learning. His unwavering commitment to leadership and positive social impact has been acknowledged through the awarding of the prestigious Nelson Mandela Award for Leadership and Integrity by the ECOWAS Youth Council. Furthermore, his impactful contributions have garnered him an appointment as a West Africa Youth Ambassador.

Selection Jurors



Milton Tutu is a seasoned marketing professional with a strong focus on fintech and ecommerce startups in Africa. With seven years of experience, he has made significant contributions to the growth and success of companies like Selar, where he serves as the Chief Marketing Officer. Under his leadership, the marketing team at Selar has implemented effective strategies, hacks, and techniques that have propelled the company to over 1,000,000 users across Africa and facilitated over \$5M in payments to creators on the platform. He is also the CEO/Founder at Blurpe, a talent marketplace that connects businesses with verified and world class marketing talents in Africa. Blurpe prides itself on having some of the talents in her talent pool working at companies like Heroship, land republic, creatuls and some other brands across Africa. Blurpe also trains the talents in their talent pool with different marketing courses that will make them stand out in the marketplace. Milton has also collaborated with various local and international organizations, including Imaginarium Global Creative, Ultra Nigeria, and Digital Kairos (USA), to name a few. As a renowned speaker and facilitator, he has participated in numerous national and international events, such as the CowryWise Simplified sessions, Ventures Platform Incubator program, Youth Spark Pan African Conference and Disruptive Marketing bootcamp. Milton's influential presence extends to his role as a



Matthew Isikhuemen is an accomplished 3D Designer, Animator, and XR Content Developer with over 8 years of industry experience. He's the Founder and CEO of Albastic, specialising in high-quality 3D CGI designs, animations, and immersive experiences using virtual and augmented reality. Currently Co-Lead of Nigeria's Unreal Engine Chapter, Matthew is a member of ForbesBLK and the Yali Network Lagos. His expertise covers video production, Interactive 3D Tech, architectural visualization, animation, and XR content (VR/AR) development. Founder and CEO, Albastic Co-Lead Unreal Engine Chapter, Lagos Nigeria



Osarugue Awani VP, Partnerships and Marketing Osarugue brings onboard over 18 years of experience to head the Partnerships and Marketing Teams at Terragon where she handles strategic ecosystem partnerships, which enables enterprises in Africa use the power of data and insights to engage their customers more meaningfully on mobile. She currently manages relationships with global and indigenous tech companies including AWS, Microsoft, Google, Snowflake, Databricks, MTN, Orange and more. She is also works with a diverse team to develop and execute marketing strategies as well as ensures synergy between the commercial and product teams which helps the business achieve it's overall goals.

Selection Jurors



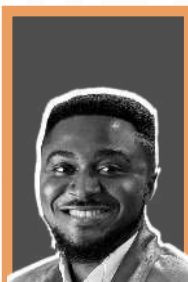
MERCY EMMANUEL
COUNTRY MANAGER,
SENTZ GLOBAL

Mercy Emmanuel serves as Sentz Global's Country Manager for Nigeria and Regional Head for Sub-Saharan Africa, leading growth and operations of a digital platform facilitating cross-border payments and remittances. With over eight years in marketing leadership across FinTech, E-Commerce, Web3, and Credit Financing, she excels in driving revenue growth in competitive markets. Experienced in global brand management, product and growth marketing, P2P strategy in Africa, customer engagement, market research, and regional expansion, Mercy previously managed African growth at Binance. She holds an MBA from Nexford University, a law degree from the University of Ibadan, and certifications in marketing, mediation, conciliation, and peer coaching.



DERRICK IKENGA
AUGMENTED REALITY
SPECIALIST, EUPHORIA LABS

Derrick Ikenga is an experienced Augmented Reality Engineer specializing in Social Commerce and Spatial Design. He is currently leading Euphoria Labs, a startup focused on revolutionizing shopping through AR technology. Euphoria Labs empowers e-commerce brands to launch immersive AR shopping experiences seamlessly across web and social platforms without coding. Derrick's portfolio includes notable collaborations with Meta, Guinness, VaultHill, Betking, Taeillo, Orange Culture, Fern, and Bitnob. His innovative work has garnered recognition, including a nomination for the prestigious Future Awards and features in major African publications. Passionate about leveraging technology to transform business practices, Derrick envisions building a virtual economy and eventually a virtual country to address global poverty challenges. He seeks opportunities to apply his expertise, believing in its pivotal role in shaping sustainable businesses in today's evolving work landscape.



BRIGHT OKERE
HEAD, MARKETING &
CAMPAIGNS, TRANSSION
HOLDINGS

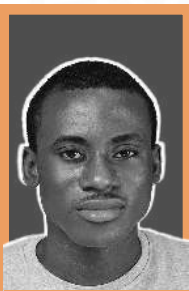
Bright Okere is a highly experienced Digital Marketer, Communications & Brand Strategist, with a passion for crafting impactful brand stories and driving strategic marketing campaigns for global brands. With over 9 years of experience, he has successfully led teams and executed digital campaigns for prominent brands across various sectors including Fintech, E-commerce, Banking, Real Estate, FMCG, and most recently, Telecommunications as Head, Marketing & Campaigns at Transsion Holdings. He holds a Bachelor's degree in Economics and an MBA in Artificial Intelligence from Nexford University, USA. Throughout his career, he has demonstrated high-end leadership expertise, effectively managed cross-functional teams and collaborating with industry stakeholders to execute multi-channel campaigns aligned with organizational objectives. Passionate about mentorship, he is a versatile public speaker and business coach actively engaged in grooming young marketing professionals through The Bright Okere Mentorship program among other speaking engagements. As a testament to his communication prowess, he also serves as a professional master of ceremonies for corporate and social events across various industries.

Selection Jurors



**ADEKUNLE ADEYEMI
QUADRI**
HEAD OF MARKETING, OPAY

Adekunle Adeyemi Quadri is a results-driven Head of Marketing with over a decade of proven expertise in banking and financial services. Currently leading marketing efforts at OPay, he has swiftly advanced from assuming leadership in 2022 to spearheading innovative and integrated marketing strategies. His proficiency spans ATL, BTL, and digital channels, significantly boosting OPay's downloads and transaction values by over 10x. Previously a Strategy Executive at Sterling Bank, Adekunle shaped strategic direction and market expansion, establishing himself as a pivotal figure in the financial sector. At OPay, he continues to redefine digital finance marketing, driven by innovation and a commitment to excellence. His strategic vision has not only elevated OPay's prominence but also left a lasting impact on every brand he's influenced, marking him as a leader shaping the future of financial services marketing.



**HAMMED
AROWOSEGBE**
FOUNDER, SWIFTXR

Hammed Arowosegbe is a seasoned professional with over 6 years of experience in the 3D industry, having worked with global brands such as Marriott, Mastercard, Lloyds, and L'Oreal. He is dedicated to advancing virtual and augmented reality (VR/AR) in Africa, serving as the VR AR Association Nigeria Chapter President. Hammed pioneered SwiftXR, a no-code platform democratizing the creation of 3D, augmented, and virtual reality experiences. Additionally, as the Founding Engineer at Aether Energy, he developed a Web3D solar platform for designing and simulating rooftop solar installations. His expertise spans developing innovative hardware and software solutions, including Nigeria's first real-time ship steering



DR. OLUSOLA AYOOLA
FOUNDER, ROBOTICS AND
ARTIFICIAL INTELLIGENCE

Dr. Olusola Sayeed Ayoola, founder of RAIN Robotics, holds a First Class bachelor's degree in Electrical and Electronic Engineering from the University of Ibadan and a Master's degree in Advanced Control and Systems Engineering with Distinction from the University of Manchester, UK, where he also completed his doctorate on a UK Government scholarship in robotics for extreme environments. During his tenure at the University of Manchester from 2014 to 2019, he collaborated with Forth Engineering, UK, developing ground and underwater robots for the UK's Nuclear Decommissioning program. In 2019, Dr. Ayoola returned to Nigeria to establish Robotics and Artificial Intelligence Nigeria (RAIN) in Ibadan, a hub for international and local students. He has received awards from UNDP, ICAN, NSE, NIEEE, and First Bank of Nigeria Ltd. RAIN Robotics recently supported Nigeria's NAVSA scheme and attracted a visit from Mrs. Amina Mohammed, Deputy Secretary-General of the United Nations, in 2021.



**FAHEEDAT
ABDULSALAM**
EXTENDED REALITY
SOFTWARE ENGINEER
ARVR, PWC NIGERIA

Experienced XR developer and consultant with a proven track record of crafting innovative solutions that drive business transformation across industries. Passionate about evaluating & unlocking the potential of immersive technologies to transform business operations, customer experiences, and drive sustainable growth.



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IYOBOSA REHOBOTH
FOUNDER, FLOATSKR



JUDITH OKONKWO
FOUNDER, IMISID



OGUGUA BELONWU
CHIEF EXECUTIVE OFFICER,
MYJOBMAG



IQUO UKOH
CHIEF EXECUTIVE OFFICER,
ENTOD MARKETING



AROME IBRAHIM
EXECUTIVE DIRECTOR,
IMMERSIVE TECH AFRICA



MOTUNRAYO AYO-AKWE
AFRICA SENIOR MARKETING
MANAGER, TEKKNOWLEDGE



OLUWAPELUMI OYETIMIN
CHIEF OPERATING OFFICER,
PEPPA



BABATUNDE FATAI
TECH LEAD FOR EMERGING
TECHNOLOGIES, MTN



FRED AKINMUYISITAN
HEAD OF PORTFOLIO
STRATEGY CMI & MARKETING
CAPABILITIES, NIGERIAN
BREWRIES PLC



JESUDETAN ONASANYA
META NIGERIA LEAD,
ALEPH GROUP



**DR. TOLA
BAMIGBAIYEELATUYI**
CHAIR, BRAND ADVISORY
BOARD, MERISTEM
SECURITIES



BOSE OGUNYEMI
SENIOR BRAND MANAGER,
CHIVITA & CAPRISUN



AISOSA FADAKA
GENERAL MANAGER,
FRIESLANDCAMPINA



SAMUEL OKOLIE
SENIOR BRAND MANAGER,
MARKETING SEVEN UP
BOTTLING COMPANY



WINSTON AILEMOH
MANAGEMENT LECTURER
MODULE DIRECTOR
CUSTOMER EXPERIENCE
STRATEGY AND MANAGING
PROJECTS



CHINEDU CHUKWUJI, PHD
CHIEF EXECUTIVE OFFICER AT
PURPLEBLUE ENTERTAINMENT
SOLUTIONS LIMITED

Mentors



IYOBOSA REHOBOTH
FOUNDER, FLOATSXR

Iyobosa Rehoboth is a passionate creative product specialist exploring the intersection of creativity and technology to create global, cultural impact, and solve important problems. He has championed innovation through his decade long background in filmmaking, digital content distribution, integrated marketing, user experience design and product design. Currently, through Floats XR, Iyobosa is on a mission to unlock the collaborative power of technology by optimizing products, processes and businesses using mixed reality, immersive tech, and moonshot thinking. Floats is a spatial computing and XR product lab offering unique technology solutions to forward thinking brands and businesses. In the past, Iyobosa via his creative moniker "Prodigeezy" has directed multiple award winning music videos, short films and cinematic pieces. Currently Beyond his role as a founder, He functions as a bridge in the background of the music and creative industry, pioneering innovative strategies (such as token backed rewards systems, and virtual economies via blockchain technology) and closing the gap between technology and creativity in our local industry, championing new forms of creativity. He is a winner Nominee of the prestigious Headies award (2019) and a winner of the Nigerian Entertainment awards NEA (2018) for his revered work on "This is Nigeria"



IQUO UKOH
CHIEF EXECUTIVE OFFICER,
ENTOD MARKETING

Iquo Ukoh is a distinguished Marketing Advisor and Expert, recognized for her extensive contributions to the West African Marketing Communications sector. As a fellow of the Nigerian Institute of Marketing and former 1st Vice President of the Advertisers Association of Nigeria, she has played pivotal roles in various committees including the Advertising Practitioners Council of Nigeria. With a background managing global brands at Nestle Nigeria, Iquo excels in adapting international strategies for local market growth. She currently serves as CEO of Entod Marketing, specializing in driving sustainable growth for brands across Africa. Iquo is also an accomplished podcaster, founder of Iqfoodplatter.com, and author of 'Memories On A Platter,' celebrating Nigeria's rich culinary culture. She holds non-executive directorships at SARO LIFECARE LTD and LETSHEGO MICROFINANCE BANK LTD (Nigeria), and advisory roles at AUGUSTSECRETS and EKO INNOVATION CENTER. Formerly an Executive Director at Nestle Nigeria, Iquo continues to influence and innovate within Nigeria's corporate landscape.



JUDITH OKONKWO
FOUNDER, IMISI3D

Judith Okonkwo is an award winning Technology Evangelist, Business Psychologist and Organisation Development Consultant with experience working in Africa, Asia and Europe. She sits on the Boards of the European Organisation Design Forum and XR Women, advises Startups, not-for-profit and SMEs on emerging technologies and is a guest lecturer at several HEIs. She is also the creator of the Oriki Coaching Model™ and a co-founder of We Will Lead Africa. Judith is a Fellow of the Royal Society of Arts. In 2016 Judith set up Imisi 3D, a creation lab in Lagos focused on building the African ecosystem for extended reality technologies (AR/VR/MR), and connecting XR communities across the continent. Judith is also a member of the World Economic Forum's Global Future Council for the Metaverse, was a Chen Yidan Visiting Global Fellow at Harvard's Graduate School of Education, and is an industry expert on immersive technologies for the OECD's Global Forum on Technology

Mentors



AROME IBRAHIM
EXECUTIVE DIRECTOR,
IMMERSIVE TECH AFRICA

Arome Ibrahim is an Emerging Solutions Lead (XR & Metaverse) and Product Manager dedicated to leveraging technology and innovation for positive social impact. He heads Immersive Tech Africa, a nonprofit focused on democratizing access to Extended Reality (XR) technology in Africa through education and research. Arome's pioneering work has earned him prestigious recognitions, including the Next Economy Entrepreneurship Hero and Next Economy Impact Award from the Dutch Ministry of Foreign Affairs. He has been honored with the Digital Lab Africa #5 XR award, selected for the New Dimensions Lab by Electric South, and recognized among emerging African creators by Garage Stories and New Images Festival Paris. Named one of 24 global XR professionals in the Immersive Experience Focus Program, Arome is also listed among the Top 50 Voices in VR, AR, and 3D (2022/2023) by Threedium UK. He actively shares insights at global tech events, driving collaboration and innovation to harness the full potential of emerging technologies.



MOTUNRAYO AYO-AKWE
AFRICA SENIOR MARKETING
MANAGER, TEKNOWLEDGE

Motunrayo Ayo-Akwe is a distinguished Tech Marketing and Communications Professional currently serving as the Africa Marketing Manager for TeKnowledge. In this role, she oversees the marketing strategies for three critical business lines—cybersecurity, technical managed services, and digital skilling—across the African continent. Her experience leading marketing efforts for SMBs, managing substantial marketing funds for top OEMs, and successfully executing large-scale events and campaigns, building a track record of driving significant growth in marketing leads and spearheading high-impact projects like the Microsoft ATO AgroTech Hackathon shows a unique blend of strategic insight and hands-on expertise. Her background in marketing, project management and volunteer leadership, coupled with her passionate advocacy for diversity and inclusion, underscores her commitment to fostering innovation and excellence in the tech industry.



OLUWAPELUMI OYETIMEIN
CHIEF OPERATING OFFICER,
PEPPA

Oluwapelumi OYETIMEIN is a distinguished Growth Manager and Digital Strategy expert, currently leading the charge as the COO at Peppa, a social commerce platform. With a robust background in software development, growth & operations, Oluwapelumi has consistently driven impressive growth, user acquisition & retention across various roles and industries. At Umba, Oluwapelumi spearheaded the Marketing department, acquiring over 1.5 million app downloads, 1 million sign-ups, and 700k verified active users in just a year. His strategic initiatives led to a monthly gross transaction volume of over \$46 million, achieving an astounding 22x average ROAS. Prior to his tenure at Umba, Oluwapelumi made significant strides as the Senior Manager of Performance Marketing (Global) at SafeBoda, where he grew the user base by over 10,000 in three months while drastically reducing acquisition costs. His leadership at Summitech Computing in Nigeria resulted in a 30% sales increase and a 25% growth increase for clients.

Mentors



Babatunde Fatai, Senior Extended Reality (XR) and Metaverse Engineer at MTN Nigeria, boasts extensive experience leading teams in the implementation of immersive technologies like VR, AR, and MR. Formerly at PwC Experience Centre Nigeria, he collaborated with global clients and government officials on transformative XR projects. His distinctive passion lies in blockchain and Web3 technologies, foreseeing their potential to revolutionize transparency, decentralization, and security across industries. Babatunde hosts the XRAtlas Podcast, a leading African platform, engaging with XR, AI, and Metaverse pioneers. As founder of the African XR community, he advocates for technology adoption continent-wide. Committed to impact-driven initiatives, Babatunde champions youth development globally, epitomizing a blend of technological acumen, philosophical curiosity, and cosmic exploration



Fred began his marketing journey in 2008 at Brand Communicator, Nigeria's leading marketing journal, where he shaped editorial direction and authored features. Transitioning to Noah's Ark in 2014 as an Account Planning Executive, he gained extensive cross-industry experience across technology, industrial goods, pay TV, financial services, and FMCG sectors in West Africa. Advancing to Senior Strategist, Group Head, and Planning Director at Noah's Ark, Fred led strategy for Airtel, pivotal in reviving the brand with campaigns like Data is Life and The In-Laws, driving significant commercial outcomes. A decorated account planner, he garnered awards at global festivals including the Loeries and Epica, and secured Nigeria's first gold case study at the African Cristal Awards. Currently, Fred shapes portfolio strategy and insights at Nigerian Breweries, guiding strategic decisions with data-driven insights and leading projects across global markets



Jesudetan Onasanya brings over 12 years of experience as a marketing and technology professional, navigating diverse landscapes in emerging markets across 60 countries in SSA, MENA, and LATAM. Currently, he leads Meta for Business in Nigeria as part of Aleph Group Inc – Meta's Authorized Sales Partner. His role is crucial in advancing Meta's advertising solutions across Nigeria's industries and market segments. Outside work, Jesudetan actively supports the tech community, co-organizing Devfest Lagos, Sub-Saharan Africa's premier annual developer festival. His commitment to bridging technology and community engagement underscores his passion for driving innovation and connectivity in the digital ecosystem

Mentors



Bose Ogunyemi is a passionate marketing leader with a proven track record of success in marketing management, innovation, growth marketing. Currently, at CHI Limited, a member of The Coca-Cola Group, Bose leads the juices category team, driving business growth through innovative marketing strategy and end-to-end projects that have demonstrably impacted performance of both juices brands – Chivita & Capri-Sun, within her portfolio.

Bose brings a unique blend of leadership, innovation, and strategic thinking to her role as a MarkHack mentor. She excels at motivating and guiding her team to achieve ambitious goals, while fostering a creative environment that drives the development of ground-breaking marketing initiatives. Her ability to foster collaboration within teams and translate insights into actionable marketing campaigns positions her for continued success in the dynamic world of consumer goods.



Aisosa Fadaka excels in strategy execution, delivering tangible results that drive organizational success. His focus on optimizing Route-to-Market and Distribution Channel strategies has been instrumental in achieving sustainable competitive advantages. Currently serving as General Manager at FrieslandCampina, Aisosa brings proven expertise and leadership to his role at the forefront of the industry



Samuel Okolie (SAM) Innovation & Brand Marketing Leader A Senior brand and innovation marketing executive with a rich cross-industry experience across FMCG, Video streaming Entertainment, Tech, Insurance, Real Estate, and Public Sector. Proven ability to spearhead successful marketing initiatives and campaigns for global and local brands across Nigeria and Africa. Skilled at leading diverse teams and delivering world-class marketing execution. Passionate about building strong brands, staying ahead of the curve through continuous learning, and a core Manchester United fan A recipient of the CEO's Innovation Award for Outstanding Performance at Media24 and a three-time #YTech100 Honouree, Oluwapelumi is recognised for his innovative strategies and exceptional performance in the digital space. He holds various certifications in digital marketing, product management, and business strategy, showcasing his commitment to continuous learning and professional development. With a passion for driving growth and a knack for translating insights into actionable business strategies, Oluwapelumi OYETIMEIN stands out as a leader, innovator, mentor and community builder.

Mentors



WINSTON AILEMOH
MANAGEMENT LECTURER
MODULE DIRECTOR
CUSTOMER EXPERIENCE
STRATEGY AND MANAGING
PROJECTS

Experienced senior executive with a proven track record in leading global multinational organizations to achieve critical targets and deliver positive P&L results, including turning around troubled brands. Expertise in P&L management, project management (PMP, PRINCE2®, Agile), and commercial operations across diverse sectors—Pharmaceuticals, FMCG, SME, NGO, and academia. I've led teams through strategic development, new product launches, retail operations, trade marketing, and supply chain management across EMEA and Asia. Currently a management lecturer and module director at BPP University, where I teach undergraduate and postgraduate courses in Customer Experience Strategy, Project Management, Digital Marketing, and Professional Skills. My career spans roles from Project Manager at Almond Media to Marketing Director at Pfizer and Commercial Director at Marie Stopes International, demonstrating a versatile skill set in business analysis, operations management, and strategic leadership



DR. TOLA BAMIGBAIYEELATUYI
CHAIR, BRAND ADVISORY
BOARD, MERISTEM
SECURITIES

Dr Omotola is a seasoned commercial and strategic planning business leader with significant experience (20+years) in fast moving consumer goods sector across Middle East Markets, East and West African markets working in a highly matrix structure in leading organizations with full P&L responsibility. From developing the West African Markets through a consumer demand model for global brands, her experience in Customer and Trade Marketing complements activities in retail from channels to consumer centric activities for sustainable incremental growth. Through purposeful marketing, she delivered the First Ever World Toilet Day in Nigeria and Partnered with Ministry of health on reduction of Diarrhea and Malaria initiatives. She led the team that delivered world class 1st ever larger under a global Beer Portfolio, first brand extension for Global Creme Liquor aswell as managed distinct snacking occasions for global snacking brand across Sub-Saharan Africa. Omotola is the author of the book 'Imperfectly Awesome: Embracing and becoming a wholesome you', a visionary leader, team player and strong influencer with experience in global FMCG companies with an impressive track record in portfolio and innovation management across very competitive categories.



CHINEDU CHUKWUJI, PHD
CHIEF EXECUTIVE OFFICER AT
PURPLEBLUE ENTERTAINMENT
SOLUTIONS LIMITED

Chinedu Angus Chukwuji is widely regarded as Nigeria's foremost intellectual property expert, specializing in copyright, music publishing, licensing, distribution, and collective management. With over 23 years in the music industry across Africa, he has negotiated numerous licensing agreements with broadcast, hospitality, telecommunications, FMCG, and multinational sectors. Chukwuji's impact extends beyond Nigeria, influencing music copyright landscape changes, empowering creators to earn from their work. He holds a Project Management degree from the Federal University of Technology, Owerri, an MBA from the University of Nigeria, and a Master's in Intellectual Property from Africa University, Zimbabwe. Additionally, he earned a PhD in executive leadership from Selinus University of Science and Literature, Italy. As former CEO of COSON, he protected members' rights globally. He leads Jumamo Digital Africa and advises on IP management, governance, and leadership. Passionate about mentorship, he hosts the PurpleBlue Copyright and Music Business Masterclass Series and founded the PurpleBlue Academy of Music Business (PAMB)

Mentors



Ogugua Belonwu is a driven product leader and owner with 13 years of experience in developing impactful solutions, extracting insights, and analyzing data to drive product innovation. Over the past decade, he has successfully launched four technology-driven products in Africa and created MyJobMag, a platform attracting two million monthly job seekers across Kenya, Nigeria, South Africa, and Ghana. His expertise extends to designing projects like employability and livelihood support initiatives that have positively impacted over 200 individuals in Nigeria and Kenya. Ogugua's work reflects his commitment to leveraging technology to address societal challenges and enhance opportunities in the job market across Africa



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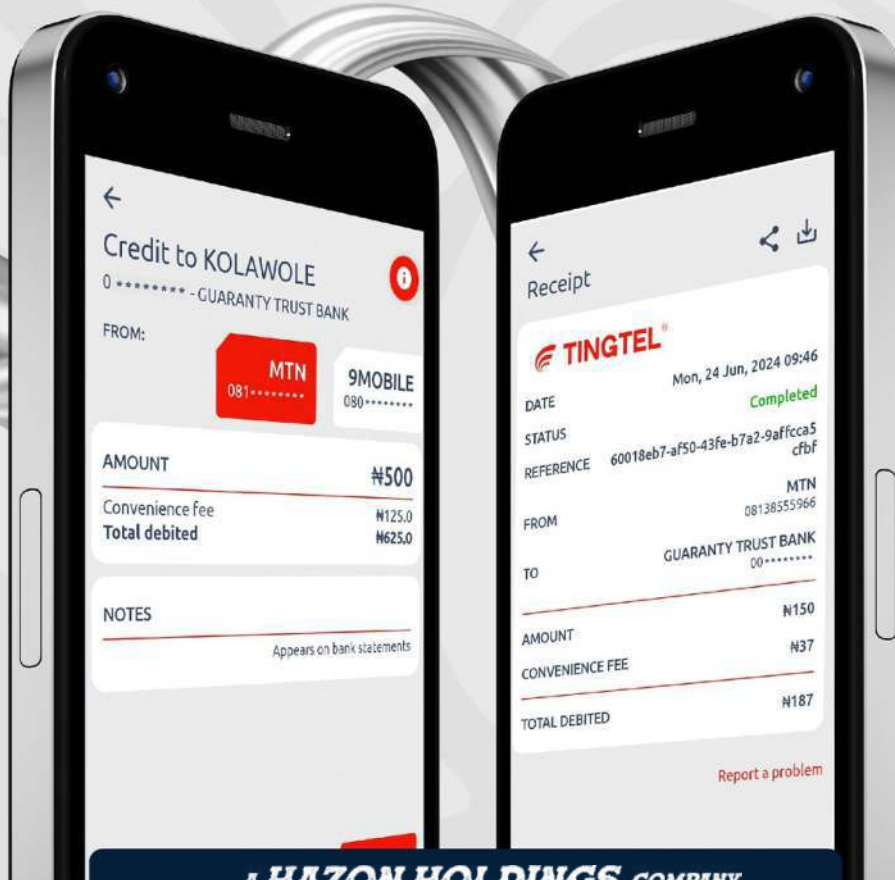
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