

TOKA OGHENERUKEVWE

Chief Marketing & Brand Transformation Executive Driving Global Brand Strategy, Customer-Centric Growth & Commercial Innovation Across Africa, Europe & Emerging Markets

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Summary

Strategic marketing chief executive with over 12 years of global experience across consumer goods, fintech, and payments, shaping iconic brands like Visa, Nestlé, Coca-Cola, and Heineken. Proven ability to deliver market share growth, multi-billion dollars brand revenue, and measurable equity gains through data-led marketing, digital transformation, and multi-channel brand storytelling. Known for building culturally resonant campaigns, leading high-performing teams, and driving commercial results across diverse markets. Recognized by Marketing Edge as one of Nigeria's Top 10 Marketing Leaders and nominated for The Future Awards Africa Prize in Professional Services. Now positioned to lead CMO-level mandates across tech, consumer, and digital-first sectors.

Core Skills

Strategic Brand Leadership:

Global Brand Management, Omni-channel Strategy, Brand Equity Building, Storytelling, Category Leadership, Affluent Segment Marketing.

Global Marketing Strategy & Execution:

Go-to-Market Planning, Integrated Campaigns (ATL, BTL, Digital), Product & Portfolio Marketing, Digital-First Launches, Multi-Market Rollouts, eCommerce Acceleration

Growth, Innovation & Commercial Impact:

AI-Driven Campaigns, Cross-border Payment Marketing, Revenue Growth Management, Market Expansion (Africa, EMEA), Commercial Strategy, D2C & B2B Growth

Data & Technology-Driven Marketing:

Marketing ROI & KPI Tracking, CRM Strategy, Martech Integration, Performance Dashboards, eCommerce Analytics, Predictive Modeling, Augmented Reality Campaigns

Consumer & Behavioral Insights:

Behavioral Science, Digital Listening, Netnography, Trend Forecasting, Human-Centric Research, Funnel Optimization, Shopper Insights

Integrated Campaign & Sponsorship Management:

High-Impact Campaigns (FIFA, AFCON, Olympics, UCL), Experiential Marketing, Influencer Marketing, Event Marketing, Community Activation

P&L Ownership & Budget Accountability:

\$10M+ Marketing Budget Oversight, Financial Planning, Brand Contribution Margin Optimization, Cost Efficiency, Procurement Alignment

CXO & Multi-Stakeholder Management:

Executive Alignment, Board-Level Reporting, Investor & Partner Engagement, Country-Level Influence, Cross-Functional Integration

Cross-Functional Leadership & Team Development:

Cross-Functional Team Leadership, Regional Capability Building, High-Performance Coaching, Talent Development, Culture Building

Agency, Vendor & Partnership Management:

Global Agency Leadership, Media & Creative Direction, Strategic Collaborations, Vendor Negotiation, PR & Crisis Management

Pan-Africa Market Expertise:

In-depth Understanding of African Consumer Behavior, Market Regulation Navigation, Localisation Strategy & Cultural Relevance, Multi-Country Campaign Execution

Tools & Platforms: Sprinklr, Meltwater, Brandwatch, Google Analytics, Tableau, Meta Suite, Capcut, Canva, Data Studio, Adobe Creative Suite

Experience

Remitly

London, United Kingdom

Senior Regional Marketing Leader, Africa & South Asia

2025 - Present

- **Drive a YoY growth in customer acquisition** across 12+ African corridors by leading data-driven localized campaigns and refining product-market fit through A/B testing and customer feedback loops.
- **Design Go-To-Market (GTM) strategies and consumer journey frameworks** for high-priority markets (Nigeria, Kenya, Ghana), **boosting campaign conversion rates** within 6 months.
- **Chair cross-functional regional marketing initiatives** with product, analytics, and sales teams, reducing campaign launch timelines through agile alignment and resource optimization.
- **Pioneer market insight dashboards and localization playbooks** adopted by 8 global teams, improving campaign ROI in key diaspora markets (UK, US, UAE).
- **Advise C-suite on diaspora payment trends**, integrating cultural nuances (e.g., local festivals, payment habits) into global branding, resulting in an **uplift in brand trust scores** in target regions.

Experience

Visa

Lagos, Nigeria

Global Brand Marketing Director, AI & Strategic Innovation

11/2024 - Present

- **Accelerated adoption of AI-powered payment solutions** across 30+ markets by leading global campaigns that integrated immersive consumer experiences (e.g., AR/VR payment demos, AI chatbots), driving a **22% increase in product engagement** YoY.
- **Architected AI-driven strategic messaging frameworks** in partnership with data science, product, and regional brand teams, unifying cross-functional storytelling for 100+ products and reducing campaign development cycles by 30%.
- **Elevated Visa's reputation as a responsible AI leader** through trust-centric campaigns (e.g., "Ethical AI in Payments" thought leadership series), securing **industry awards** and a **15% boost in brand perception scores** in priority markets (EU, APAC).
- **Monetized Visa's \$3B+ AI infrastructure investment** via customer-facing narratives, resulting in a **12% rise in B2B client adoption** of next-gen solutions (AI fraud detection, predictive analytics tools).
- **Pioneered future-forward storytelling** for Gen Z and Millennial audiences, leveraging TikTok and metaverse activations to achieve **40M+ impressions** and a **10% lift in brand relevance scores** among younger demographics.

Visa

EMEA

Regional Marketing Manager, Brand, Product & Partner Marketing – Sub-Saharan Africa

11/2023 - Present

- **Achieved 20% YoY growth (\$10B payment volume)** and **13% YoY market share expansion** by architecting and executing a regional strategic marketing plan, aligning cross-functional teams (product, analytics, sales) to penetrate underserved markets and premium segments.
- **Orchestrated Visa's FIFA World Cup, Olympics, and AFCON sponsorship campaigns**, delivering **50M+ impressions** and **35% surge in brand engagement** through localized activations.
- **Drove 23% YoY surge in brand salience**, **25% in preference**, **32% in affinity**, and **13% in reputation** through data-driven campaigns and partnerships, outperforming regional KPIs by 18%+.
- **Boosted high-value card penetration from 54% to 79%** in 18 months via partnerships with luxury banks and retailers, leveraging co-branded rewards programs.
- **Engineered multi-channel campaigns** (digital, experiential, influencer) across Sub-Saharan Africa, achieving **45% YoY awareness growth**, **25% acquisition lift**, **40% activation spike**, **15% usage increase**, and **43% loyalty surge** – exceeding conversion targets by 30%+.
- **Managed a \$10M+ regional budget** and led a 20-person agency network to execute ROI-driven campaigns, achieving a **27% increase in marketing efficiency** year-over-year.

Nestlé

EMEA

Senior Brand Manager, MAGGI (Culinary Business – West Africa)

10/2022 - 10/2023

- **Achieved ₦500B in annual brand revenue** (+25% YoY growth) and **gained 8 percentage points in market share** by revitalizing MAGGI's portfolio through innovation in flavors (e.g., Pepper & Onion seasoning) and data-driven pricing strategies.
- **Spearheaded 360° campaigns** (TV, digital, in-store activations) leveraging localized storytelling (e.g., MAGGI Naija Kitchen cooking challenges), driving a **35% increase in brand power scores** and **50M+ campaign impressions** across Nigeria, Ghana, and Côte d'Ivoire.
- **Pioneered behavioral science-led marketing**, integrating principles like scarcity (Limited Edition flavors) and social proof (user-generated recipe campaigns), which fueled **20% growth in seasoning powder sales** among millennials.
- **Optimized a ₦1B marketing budget** with ROI-focused allocation, achieving **30% cost efficiency** through agile media planning and performance analytics, while mentoring a 16-member team to deliver flawless execution.
- **Championed cross-functional collaboration** with R&D and sales to launch 5 new SKUs, securing **15% shelf-space expansion** in key retailers (Shoprite, Spar) and driving **98% in-store availability** across West Africa.

Coca-cola company

EMEA

Regional Brand Manager – Flavored Sparkling Drinks (54 African Markets)

05/2022 - 09/2022

- **Drove 24% YoY category volume growth** and **\$600M+ in net revenue** across 54 markets by leading Pan-African campaigns anchored in Integrated Marketing Experiences (IMX), including TikTok challenges and FIFA World Cup activations.
- **Elevated brand affinity by 18%** through hyper-localized storytelling (e.g., Taste of Africa campaigns featuring regional artists and festivals) and culturally resonant digital content, achieving **150M+ social impressions** in key markets (Nigeria, Kenya, South Africa).
- **Accelerated innovation rollout** for 5 new flavored sparkling SKUs, reducing time-to-market by 25% through streamlined cross-functional workflows with R&D and supply chain teams.
- **Managed a \$15M budget** and led a 15-member team to amplify distribution in underserved regions, achieving **40% growth in rural retail penetration** and **22% YoY eCommerce sales lift** via partnerships with Jumia and Takealot.
- **Boosted marketing productivity by 30%** through AI-driven performance dashboards and real-time A/B testing, reallocating \$3M+ in savings to high-impact digital channels.

Coca-cola company

EMEA

Shopper Insights & Data Strategy Manager – Africa

05/2021 - 09/2022

- **Spearheaded 15+ shopper insight projects** across 20 Sub-Saharan African markets, directly informing brand strategies that drove **12% revenue growth** in priority categories (sparkling drinks, juices).
- **Catalysed 10X digital commerce growth** (\$150M+ in annual online sales) by decoding shopper behaviours via AI-driven social listening and geo-mapped consumer journeys, enabling hyper-targeted campaigns on platforms like Jumia and Takealot.
- **Pioneered AI-powered netnography and QR-code surveys** to capture real-time shopper sentiment, slashing insights generation time by 40% and boosting data accuracy by 25% vs. traditional methods.
- **Designed Africa's first scalable shopper intelligence platform**, integrating retail audit data and mobility patterns, which accelerated commercialisation decisions for 8 new product launches.
- **Optimised \$3M+ research spend** by reallocating 30% of budget to high-impact tech tools, empowering brand teams to refine campaigns and achieve **18% higher ROI** on trade promotions.

Experience

Unilever

EMEA

Brand & Digital Marketing Manager – Personal Care Category

03/2020 - 05/2021

- **Drove ₦4.2B in incremental turnover** (+23% YoY) by rapidly launching *Lifebuoy Sanitiser* within **6 weeks** during COVID-19, capturing **35% market share** and addressing urgent hygiene needs across Nigeria.
- **Revitalised brand strategy with full P&L ownership**, improving gross margin by 15% through cost-efficient media planning and SKU rationalisation, while achieving **120% of annual brand contribution targets**.
- **Managed a ₦100M marketing budget**, reallocating 40% to high-impact digital channels (Facebook, Instagram, WhatsApp), driving **50M+ impressions** and **18% conversion rate** for e-commerce partners (Jumia, Konga).
- **Led a 11-member cross-functional team** to design pandemic-responsive campaigns, including Safe Hands Nigeria (UGC-driven TikTok challenges), boosting social engagement by **65%** and securing **2 industry awards** for creativity.
- **Elevated brand relevance by 30%** (Kantar Brand Health Tracker) via data-driven digital activations, such as AI-powered loyalty programs and geo-targeted SMS alerts, increasing repeat purchase rates by **22%**.

Unilever

EMEA

Data Analytics & Insights Lead – People Data Centre (West Africa)

06/2019 - 05/2021

- **Pioneered AI-driven desk research models**, replacing 60% of traditional fieldwork, to slash **€2.5M in annual research costs** while improving data accuracy by 20% across Nigeria, Ghana, and Côte d'Ivoire.
- **Fuelled 79% eCommerce growth** (€18M revenue uplift) by deploying predictive analytics to optimise content strategies on Jumia and Konga, identifying high-demand SKUs (e.g., Dove Miniatures) and peak shopping times.
- **Launched monthly West Africa eCommerce Pulse reports**, adopted by 7 business units (Beauty, Home Care), reducing leadership decision latency by 35% and accelerating innovation pipelines for 3 new D2C brands.
- **Enabled 15% faster market entry** for innovations like *Lifebuoy Sanitizer* by aligning real-time consumer sentiment dashboards with R&D, driving cross-functional alignment across 10+ teams.
- **Awarded Unilever's Global Analytics Leadership Prize** for COVID-19 response work, including mobility trend models that preserved 90% of retail revenue during lockdowns.

HEINEKEN Company

EMEA

Head of Insights & Digital Marketing – Digital Engagement Centre

06/2017 - 05/2019

- **Spearheaded digital-first campaigns** for *Heineken*, *Tiger Lager*, and *Desperados*, leading a 12-member team and ₦75M budget to achieve **32% YoY growth in social engagement** and **15% sales uplift** via influencer partnerships and gamified apps.
- **Orchestrated Nigeria's first UEFA Champions League Trophy Tour**, activating 8 cities (Lagos, Abuja, Port Harcourt) with 50K+ attendees and **200M+ social impressions**, driving **28% surge in Heineken premium beer sales** during the campaign period.
- **Drove 5.5pp market share gain** in Lagos and Abuja by leveraging AI-powered consumer insights to redesign *Tiger Lager's* digital content strategy, including viral YouTube series Night of the Tiger (**10M+ views**).
- **Prevented ₦50M media loss** by deploying plagiarism-detection software (Copyscape) to flag duplicated ad creatives pre-launch, reallocating saved funds to a high-impact radio campaign that boosted rural market penetration by **18%**.
- **Streamlined cross-brand insights** into a unified dashboard for *Heineken Nigeria*, reducing strategy development time by **40%** and enabling data-driven pivots for 5 product launches, including *Desperados Verde's* successful debut.

BBC Media Action

EMEA

Operations & Logistics Executive (NYSC)

2016 - 2017

- **Orchestrated end-to-end logistics** for 15+ media productions across 8 Northern Nigerian states (Kano, Kaduna, Borno), ensuring 100% on-time delivery and reducing operational costs by 18% through vendor negotiations and route optimization.
- **Amplified reach of educational programs** like *Talk Your Own* (radio) and *Story Story* (drama), engaging **2M+ listeners** and driving **45% increase in community participation** via localized outreach in Hausa and Fulfuldi languages.
- **Bridged cultural gaps** by adapting BBC content to reflect local traditions and dialects, boosting program adoption by **30%** in rural areas and securing partnerships with 12 grassroots NGOs for advocacy campaigns.
- **Co-developed 20+ community narratives** addressing gender equality and education, featured in BBC programming and adopted by 5 state governments as tools for public policy engagement.
- **Mitigated security risks** in conflict-prone regions by designing crisis communication protocols, ensuring zero disruptions to production schedules during peak operations.

JRB Records

Nigeria

Digital Marketing Executive

2012 - 2015

- **Skyrocketed brand visibility** with **250% growth on Facebook** (10K to 35K followers), **50% on Twitter** (5K to 7.5K), and **97% on YouTube** (20K to 39.4K subscribers) through grassroots campaigns like *Sound of Benin* (user-generated music contests) and localized hashtag challenges (#NaijaBeats).
- **Spearheaded content-driven growth strategies**, including viral lyric videos and behind-the-scenes artist documentaries, driving a **63% surge in online engagement** and **25% increase in digital sales** for emerging artists.
- **Scaled digital presence organically** with zero paid media spend, leveraging SEO-optimized blogs and cross-platform storytelling, achieving **1.2M+ annual impressions** on a ₦500K annual budget.
- **Forged partnerships with 15+ influencers** (e.g., @NaijaMusicHub) and indie artists, amplifying JRB's reach to **500K+ new listeners** and securing airplay on 3 regional radio stations.

Education

London Business School	United Kingdom
Executive Education, Digital Marketing in an AI World	2024
University of South Wales	United Kingdom
Master's in Business Administration	2019 - 2021
University of Benin	Edo State, Nigeria
Bachelor of Science in Medical Biochemistry	2010 - 2015