**BOB THE DOGGED**

Bob Kelly Williams ventured into entertainment early, learned the ropes faster than most and launched into the deep fearlessly, knocking down tough doors, doggedly blistering his way to success and fame.

The Isoko-born young CEO of N-Tyze Entertainment was born in Ajegunle, a pulsating hub known for producing some of Africa’s greatest entertainers and raised in Oleh (in the heart of the Niger Delta). Bob Kelly knew early where he wanted to be: in the forefront of entertainment.

Impactful stints with notable entertainment icons such as Gordons, Sunday Are (of Mo’ Hits) and Elvina Ibru helped to hone his skills and prepare him fully. And when he was ready to go solo, he needed to further prodding.

In 2013, while handling a *Gordons Live In Asaba* event, Bob Kelly met the super-talented singer, Humblesmith. After a series of disinterest due to previous disappointments from other musicians, Bob Kelly finally gave the aspiring musician audience, and he was blown away.

Not one to shy away from hard work, Bob Kelly rolled up his sleeves and began to push the artiste with everything he could muster.

Gradually, the efforts began to yield fruits and today, N-Tyze Entertainment is synonymous with Humblesmith, and they believe they are yet to scratch the surface.

He believes in giving maximum attention and efforts to an artiste - something he has been doing doggedly for Humblesmith for more than four years now. Being a perfectionists has its gains. Sometime in the near future, Bob Kelly would open the doors for other artistes at N-Tyze Entertainment and still accord them the same fervour which landed Humblesmith a top spot in the entertainment industry.