**COMPANY’S MANAGEMENT PROFILE.**

**1. Engr. Joy Amuche Obi, Chief Engineering Officer with Over 23 years’ experience.**

Engr Mrs Joy Obi Amuche hails from Nomeh Community in Nkanu East Local Government Area of Enugu State, Nigeria's Southeast.

Her spectacular journey into the mechanic profession (once dominated by males in Nigeria) began as a young secondary school student when she used to accompany her elder sister to her restaurant business located inside a mechanic village.

“I used to hear the mechanics there praising the manufacturers of the cars. Being a curious girl, I wondered how they are now repairing the cars,” she says.

Not long, she found herself spending more time with the mechanics instead of inside her sister's restaurant. After completing her secondary education, she was inspired and encouraged to pursue the auto mechanic profession by another female mechanic.

She applied to the Federal Polytechnic, Bida, Niger State, Nigeria's North-Central, where she studied Mechanical Engineering (HND).

After graduation, she underwent a series of on-the-job training with several mechanic workshops, before landing a job at the Mercedes Benz Centre, Lekki Phase 1, Lagos, where she spent sixteen years.

Over the years, she has undergone several on-the-job training and capacity-building exercises in Nigeria and at the Mercedes Benz headquarters in Stuttgart, Germany, to update her knowledge and keep up with new technologies, particularly for the Mercedes Benz brand, famous for pursuing high-end technology in vehicle production.

Over the years, she has been privileged to work on the cars of several prominent Nigerians, including the fleets of the President of the Federal Republic of Nigeria, fleets of six states governors, serving and ex- ministers, and several other highly placed individuals in the public and private sectors.

**Awards and Recognitions.**

Her exceptional contributions to the growth of the Nigerian automotive industry, women's empowerment, and promotion of gender balancing in the workplace have been recognized and rewarded by both public and private organizations.

Amongst the awards she has received are the Green Award by the Leading Women Magazine, Outstanding Mentorship award by JCI Lagos Corel, Outstanding Woman of Courage award by International Women's Day/ 2019, and Most Influential Board Member, JCI Lagos Corel.

Others include the Africa Business Guru Award by Rise Up Africa, and the 2019 Presidential Award Of Certificate, JCI Lagos Corel, and the Impactful Female Personality Award by the Impactful Women, and the Award Of Honour, 65 Battalion-Nigerian Army, Bonny Cantonment, Lagos.

She is also a recipient of the Fingers Awards 1st Edition by Hanny Fingers Films, and the Award Of Merit 2019 Southern Conference, JCI Nigeria.

**Responsibilities at Lady Benz Automechanic Limited.**

Her responsibilities as our CEO include providing vibrant leadership to position the company at the forefront of the industry, and the development of strategic plans to advance the company's mission, vision, and objectives and to promote revenue, profitability and growth of the organization.

She also oversees the entire company's operations to ensure efficiency and quality service delivery, and cost-effective management of resources as well as providing strategic direction for the growth in the different verticals connected with the automobile industry such as new vehicles/technologies, parts, etc.

She also provides leadership in the development and updating of the organization’s vision, mission, and goals, and translates them into actionable strategies, plan, policies, and budgets for profitability and enhances service delivery.

She is also responsible for the review of plans and budgets and presents recommendations to the Board of Directors based on existing challenges, business opportunities, and priorities of the organization.

She also maintains the necessary contacts to keep abreast with the emerging issues of significance in the Auto Industry to keep the business up to speed with them, and also perform the role of a spokesperson and ambassador of organization to the relevant government agencies and private organizations, and the general public, both at the local and international level.

She is also at the forefront in the development of the company's short and long-term operational strategies and creates and implements the company's vision and mission as well as all drive the core values, amongst other responsibilities I am also excited to provide free training and empowerment of women with auto repairs skills to support themselves and their families in line with the Agenda 2030 (gender equality in the workplace).

**Free Women Empowerment and Girl-Child Education.**

Joy is actively involved in the empowerment of woman (free training in automobile repairs and value chains) to enable them to get employment or start their own business in the automotive industry.

For over 10-years, she has also been involved in charity works that support the girl-child to acquire education and skills to enable them to find employment and live a better life. And she looked forward to doing more for the girl-child across Nigeria and West Africa.

**Family & Hobbies.**

Joy is happily married with children. She loves to fix complicated Mercedes Benz cars, traveling to inspiring locations, listening to good music, and dancing. She also plays football on the sideline.

**2. Nwankpo Obiageli, Company Lawyer/Secretary**

Obiageli is the company lawyer/secretary to Lady Benz Automechanic Limited. She joined the company with robust working experiences spanning over two decades. She is responsible for ensuring that our operations fall within the ambit of the law as well as protect the interests and rights of the organizations.

Before joining LBA, Obiageli was a counsel in Consecrated Law Firm in Abuja, after she was called to Nigerian Bar in 2005.

As an internationally accredited chattered mediator, member of the Institute of Chartered Mediators and Conciliators, International Dispute Resolution Institute, and also a member of the Association of Professional Mediators and Negotiators, she also practiced in some law firms in Port Harcourt and Abuja.

She is a Legal Practitioner with a special interest in litigation, arbitration, mediation negotiation, intellectual property, leadership training, and business development.

With a degree in Education/French, UNN, 1990, and law in 1995, she has vast experience in teaching and legal practice.

She was the Managing Director of Think Nigeria Limited, information and Ideas market 1993 – 1999, and also a Director in Sullivan and Sullivan Consulting Limited, and Mediators and Conciliators to oil companies, government, and oil communities in the Niger Delta Area, 2000 till 2007, amongst other work experiences.

**3. Ogundipe Julianah, Chief Finance Officer.**

Julianah is a graduate of Accounting (B. Sc.) from the University of Lagos. She also holds the Association of Accounting Technicians AAT (ICAN) qualifications as an industry expert. She is a certified user of QuickBooks and Sage 50 Accounting database, with a robust knowledge of Microsoft Excel in project design and management.

She has a cumulative 16-year of experience in project management and financing.

She has worked in several organizations, which cuts across the overseas education consulting, motion pictures production, and the automotive industry.

She worked as an Account Officer with LOR-Explicit Services, an overseas education consulting outfit based in Lagos, with the responsibility of liaising with foreign universities and training institutions for admission and organizing short-term training programmes.

She also worked with Hyperbell Studios, Lagos, where she served as the Project Account Officer before joining the Lady Benz Automechanic Limited (LAB) where she has been serving as our Chief Finance Officer.

She is responsible for designing the financing need of our projects, working closely with the management and stakeholders, and financing institutions to ensure financing needs of project timelines of the organization are met.

**4. Okonkwo Nwanneka Maryvivian, Marketing and Operations Officers**.

Maryvivian holds a B.Sc. in Biochemistry from the Anambra State University, and did her National Youth Service at Ife, Oyo State.

With three years' experience and good knowledge of Microsoft Office, she has worked with Martrac Confectionaries (a fast consumer moving goods) manufacturer on the Aja axis of Lagos State as a Marketing Officer.

She was responsible for planning and prepare the distribution of the company's range of products and also contributed to developing suitable marketing campaigns and products exhibitions.

She also represented the company in product promotional events and other similar brand promotion events to maximize sales and brand equity for the organization and its range of products.

She is currently our Marketing and Operations Officer and is responsible for ensuring the smooth operations of our organization in the areas of marketing and procurement of needed spare parts by liaising with spare parts manufacturers or their representatives in Nigeria.

She also works closely with our institutional clients to develop strategies to achieve mutually beneficial goals and the attainment of our long-term goals and objectives.

**5. Ogadinma Peter, Workshop Manager/Trainer**

Ogadinma holds a B.Sc. Mechanical Engineering from the University of Ibadan. Since his graduation from the higher institution, he has always worked in the automotive industry.

He worked with the Mercedes Benz Centre, Lagos, for eight years as a professional technician (Benz Specialist) before joining the Lady Benz Automechanic Limited, where his rich knowledge of automobile engineering has impacted positively on our overall operations and customer satisfaction.

Over the years, Ogadinma has undergone training and re-training programmes and obtained the following automotive industry certification (Trade Test, Motul International Lubrication Training Certificate, Managerial Leadership Certification from Mercedes Nigeria).

With a cumulative 10-years working experience, he is responsible for the operations and optimising of all available resources to ensure product quality, timely, and excellent service delivery to our teeming clients.

He is also responsible for assigning tasks to workers in the various departments (bodywork, diagnosis, engine section, suspension, etc.) and coordinate resources, and liaise with the Chief Finance Officer and the Operations Department to order needed supplies, manage invoices, and also advise the management on in the execution of key projects.

He is also responsible for the compliance of staff, customers, and trainees with the health, safety, and protection policies, and ensures that workshop equipment and tools are up-to-date, and also ensure the orderliness and cleanliness of the workshop environment as stipulated in the HSE/Protection policies, amongst others jobs.

He is also responsible for the development of our training curriculum and guiding the trainees on their practical education side of their training alongside other instructors on each of the modules.

**6. Obayi Rowland Arinze, Assistant Workshop Manager/Trainer.**

Obayi holds OND in Mechanical Engineering from the Yaba College of Technology, Lagos. He has over ten years of experience in the automotive industry.

He worked with Jetvan Automobiles, Lagos, as a Certified Technician.

He has also obtained many industry certifications over the years (Trade Test Engineering, Motul International Lubrication Training Certificate, and Certification from Fobco).

He is responsible for allocating and supervising job orders to the team members, ensure the timely completion of all job items, and approves spare parts and other material requisitions.

He critically analyses the reasons for return jobs and manages the documentation according to the CCM guidelines.

He is also carry-out the diagnosis and repair and ensures the team members comply with the CCM repair guidelines and gives relevant information to the team for effective and efficient delivery of jobs.

He monitors the compliance with health, safety, and protection policies, and carries out regular checks on the workshop equipment and tools, and maintains orderliness and cleanliness in the workshop environment as prescribed in the HSE/Protection policies, amongst other jobs.

Obayi has 10 years of cumulative working experience.

**7. Tony Gbetoho, Workshop Foreman.**

Gbetoho holds an OND in Mechanical Engineering from The Polytechnic Ibadan, Oyo State. Being a mechanical engineering enthusiast from childhood, upon graduation, he joined the Mercedes Benz Centre, Lagos, where he worked for five years as a professional technician (Benz Specialist).

He got his Certification from Mercedes Nigeria in 2017, before joining the Lady Benz Automechanic Limited as our Workshop Foreman.

With seven years of experience in the automotive industry, Gbetoho is responsible for managing the daily operations in the workshop as the leader of the mechanic staff and organizes and distributes their workload as conveyed to him by the Workshop Manager/ or his Assistant.

As part of the repair team, he carried the added responsibility of dealing with staff issues, budgeting, and many other tasks, such as hiring and training new employees, as well as conducting performance reviews on an ongoing basis. He also steps in to manage interpersonal challenges amongst the staff and other extra clerical responsibilities.

He is also responsible for keeping track of the latest workplace safety and environmental requirements and make sure employees are adhering to them and other responsibilities assigned to him.

**8. Frank Bassey, Auto Technician.**

Bassey holds an HND Computer Science from the Heritage Polytechnic Eket, Akwa Ibom State, and a certification as an International Project Management Professional (IPMP).

Upon graduation and completion of the National Youth Service in 2014, he joined the Lady Benz Automechanic Limited as a trainee and completion of all the required modules before he was awarded a certification of competency (CERTIFICATION FROM LADYBENZ AUTOMECHANICS) and has since then worked as a certified auto repairs specialists at LBA in the last three years.

His responsibilities include the repair of customer vehicles, identifying problems with vehicles using the diagnostic equipment, and explain automotive repairs issues to customers.

He is also responsible for planning repair procedures and testing of the functionality of parts and systems for optimum performances and customer satisfaction.

Other duties include the offering of suggestions to management on additional certification as needed to keep up with emerging technologies as part of the overall goal of quality service delivery.

Edogun possesses a B.Eng. in Mechanical Engineering from the Ambrose Ali University, Ekpoma, Edo State, and a certification from the Automation Engineer Technology Institute (AETI) HSC.

He joined the Lady Benz Automechanic Limited in 2018 as an auto technician and has since used the combination of his education, practical, and on-the-job experiences to add value to the system in the repairs department.

He will be due for the award of certification of competency (CERTIFICATION FROM LADYBENZ AUTOMECHANICS) in no distant time.

Amongst his responsibilities are the repair of customer vehicles, identifying problems with vehicles using the diagnostic equipment, and explain automotive repairs issues to customers.

Others are the repair and testing of the functionality of parts and systems for optimum performances and customer satisfaction, offering suggestions to management on additional certification as needed to keep up with emerging technologies, amongst others.

**9. Chukwu Sunday, Maintenance Officer.**

Before joining Lady Benz Automechanic Limited as a Maintenance Officer, Chukwu previously worked with Jubril Iron Constructions, after he obtained his Senior Secondary School Certificate, He was duly certified by Jubril Iron Constructions as a Professional Iron Bender. He also worked with the Federal Road Maintenance Agency (FERMA) as an Iron Bender.

With 10-years of cumulative experience, his duties at LBA include the maintenance of our machinery, equipment, and other garage structures. He also conducts regular inspections to identify faulty equipment and performs needed repairs to ensure that work is not interrupted. He also ensures the disposal and recycling of used materials in the workshop in line with the laydown health and safety policies and regular maintenance tasks, such as replacing light bulbs, amongst other things.

**10. Aderemi Adeyemi, Head Of Panel Beaters**

Adeyemi joined the lady Benz Automechanics Limited with rich and rewarding years of experience in the automotive industry. Following his SSCE, he joined Isiayatu Autos, Lagos, as a Trainee Panel Beater. He graduated and worked with Isiayatu for 13 years and rose to the position of Head of Panel Beaters, and was certified by Jesus Motors.

As the Head of Panel Beaters, Lady Benz Automechanics Limited, his duties include repairs, alterations, or restorations to the exterior of vehicles, either accidental or upgrading. He also assesses vehicles to establish the extent of damage, stripping and refitting trim and panel interior, and the deployment of jig alignment equipment and strong and easy pullers. Also, is the keeping of a record of work carried out and liaising with the customer or insurance company to process claims and provide accurate quotations and estimations on a timely basis.

He also participates and guides his subordinates on chassis alignment, and refitting of body hardware, and liaises with the painters to achieve perfections on projects, amongst other responsibilities.