

Ifeoma Okafor-Obi

Director of Operations, Tony Elumelu Foundation



Ifeoma brings in almost two decades of experience and expertise into her role as Director of Operations, Tony Elumelu Foundation.

Between 2003 and 2010 Ifeoma worked with Procter & Gamble in various capacities as a Key Account Manager, Market strategy and planning manager and country key account manager she was responsible for meeting and exceeding sales target, commercial strategy as well as recruiting, training and developing new talent.

In 2009, Ifeoma was appointed Country Modern Retail Manager in the Customer Business Development unit where she was responsible for recommending P&G strategy for modern retail and new assortment & categories. She also led total category strategy in top stores, recommending new emerging retail channels across West Africa, upgrading key distributor capabilities and business plan development/deployment.

From 2011 to 2014, she worked with Guinness Nigeria Plc as Nigeria Head of Category Management. She later had a stint with Ohmaonline as an E-Commerce Director, Business Development Unit from 2014 to 2015.

From 2015 to 2017, Ifeoma worked with the Coca-Cola Company as the Country Customer & Commercial Leader for Nigeria, responsible for

leading system revenue growth management by developing and managing key stakeholders/customer relationships for the franchise.

Prior to joining the Tony Elumelu Foundation, Ifeoma worked at 360 Brains & Brawn Ltd as the CEO. She designed and implemented the CEO hub - a series of lectures and interventions to upskill SME CEOs. She designed, piloted and launched the first multilingual language app in Nigeria to foster cultural integration across 3 key target consumers.

She holds a B.Sc in Biochemistry, from University of Nigeria Nsukka, Enugu State. She has also attended various marketing and brand management training, as well as courses at Imperial College London including the Customer Focused strategy training. She is an Associate Member of the Institute of Directors of Nigeria and a trainer on entrepreneurship.