



**MBA  
FOR  
AFRICA  
2023**

# COMPANY PROFILE





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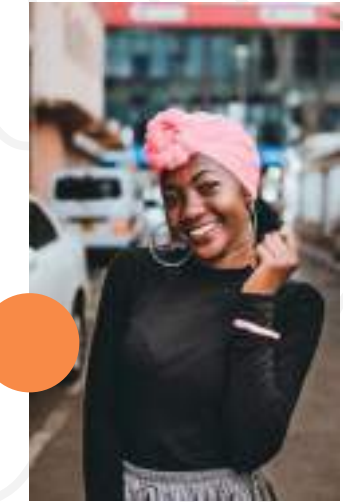
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**#Disclaimer:** Before you continue, it is important to note that this is a little insight into the very interesting world of **MBA FOR AFRICA 2023**. For the full experience, you might need to encounter us in person :). "



# WELCOME TO MBA FOR AFRICA 2023!



There is obviously no need to state the obvious but:  
**MBA FOR AFRICA COHORT '23** = The coolest gang in  
**MBA FOR AFRICA HISTORY** and GT agrees!



# INTRO- DUCTION

From diverse walks of the African music business world, we, the 2023 cohort of MBA, converged with a shared curiosity - to elevate our understanding of the African music landscape. As individual practitioners, each guided by a passion for growth and equipped with a hunger for practical knowledge, we entered this journey.



Arriving at MBA, we found ourselves split into 11 labels, each with a unique vision. But from these divisions emerged something extraordinary  
- **MBA 2023 The Company**





# THE COMPANY



# WHO WE ARE



**MBA 2023 The Company** is the culmination of not just 11 record labels, but a harmonious blend of over 350 voices. Our identity surpasses mere labels; it's an umbrella encompassing diversity, vision, and unity.

Our journey was inspired by the visionary guidance of Godwin Tom; the pioneer of this incredible program. Through his goal to create a more informed and empowered workforce for the music industry rooted in competence, community, and leadership, we've flourished. Today, we stand before you, transformed. This is not just an evolution; it's a revolution.



United by our shared purpose, we step into a new chapter - crafting innovation, nurturing talents, and redefining what's possible in the African music landscape. We invite you to join us, to witness the symphony of our growth, and to be part of a journey that is poised to resonate across borders.



# MISSION & VISION

## MISSION

To identify, refine, support and promote unestablished african talents with world class potential on a global scale.

## VISION

To become one of the most successful African entertainment conglomerates fostering collaboration and creative synergy to elevate African music globally.





# 1 CORE VALUES



## COMPETENCE

As a united entity, we blend expertise from diverse backgrounds. We foster growth, embracing learning as a way to lead and make a significant impact in the music industry.

## COMMUNITY

We are a diverse and united community, driven by a shared mission. Each member's unique contribution enriches our collective story. Our umbrella nurtures trust and support, fostering growth, innovation and collaboration.

## LEADERSHIP

We lead with purpose, steering our 11 subsidiaries towards unified growth and success. Through open collaboration, feedback, and empowerment, we guide each distinct vision towards a shared horizon, ensuring we move forward as one cohesive force.

## INNOVATION

United power sparks innovation. Combining, breaking norms and reimagining possibilities. We cultivate a space for creativity, where our collaborative spirit empowers us to reshape musical expression.

## SUSTAINABILITY

At the core of our role as custodians of African creativity lies sustainability. We safeguard our musical heritage, empower local artists, and responsibly manage resources. This ensures our cultural legacy and earnings flourish within our community, enriching lives for generations.



# OUR SERVICES



- **Artist and Repertoire (A&R):** We develop artists, foster creative collaborations, and refine talent. Through personalized guidance, we empower artists to evolve their sound and resonate deeply with their key audiences whilst staying true to their story.
- **Management:** We are dedicated to nurturing the growth of artists. From helping artists find their unique voice to guiding their overall development, we provide tailored support that empowers them to reach their full potential.
- **Marketing & Promotions:** We craft compelling narratives, bringing our artists' stories to the world. We strategize and execute campaigns that connect artists with their audiences, amplifying their presence and impact.
- **Publishing:** We protect and promote artists' creative work, handling copyright management and royalty tracking, so the artists can focus on making music while we ensure the art reaches a worldwide audience with financial rewards.



We are officially the ODG of music business operations in Africa 🌍

- **Legal Services:** Our legal experts ensure that our artists' creative rights are protected. With an acute understanding of legal intricacies, we navigate agreements, licensing, and copyrights, safeguarding artists' work.
- **Label Services:** We offer comprehensive support from overseeing the distribution of music to coordinating album production and tour support to maximize visibility and success.





# PROSPECTIVE PROJECTS

These are the overall required deliverables of the company for the year 2023

## THE TALENT PROJECT ALBUM

This is a collective of music from our talents.. The company is tasked with refining 10 Artistes from across Africa and creating a musical project

## 2023 YEAR BOOK

The third edition of the yearbook provides a thorough outlook of the cohort's activities and information.

## THE AFRICAN MUSIC BUSINESS (TAMB) DIRECTORY

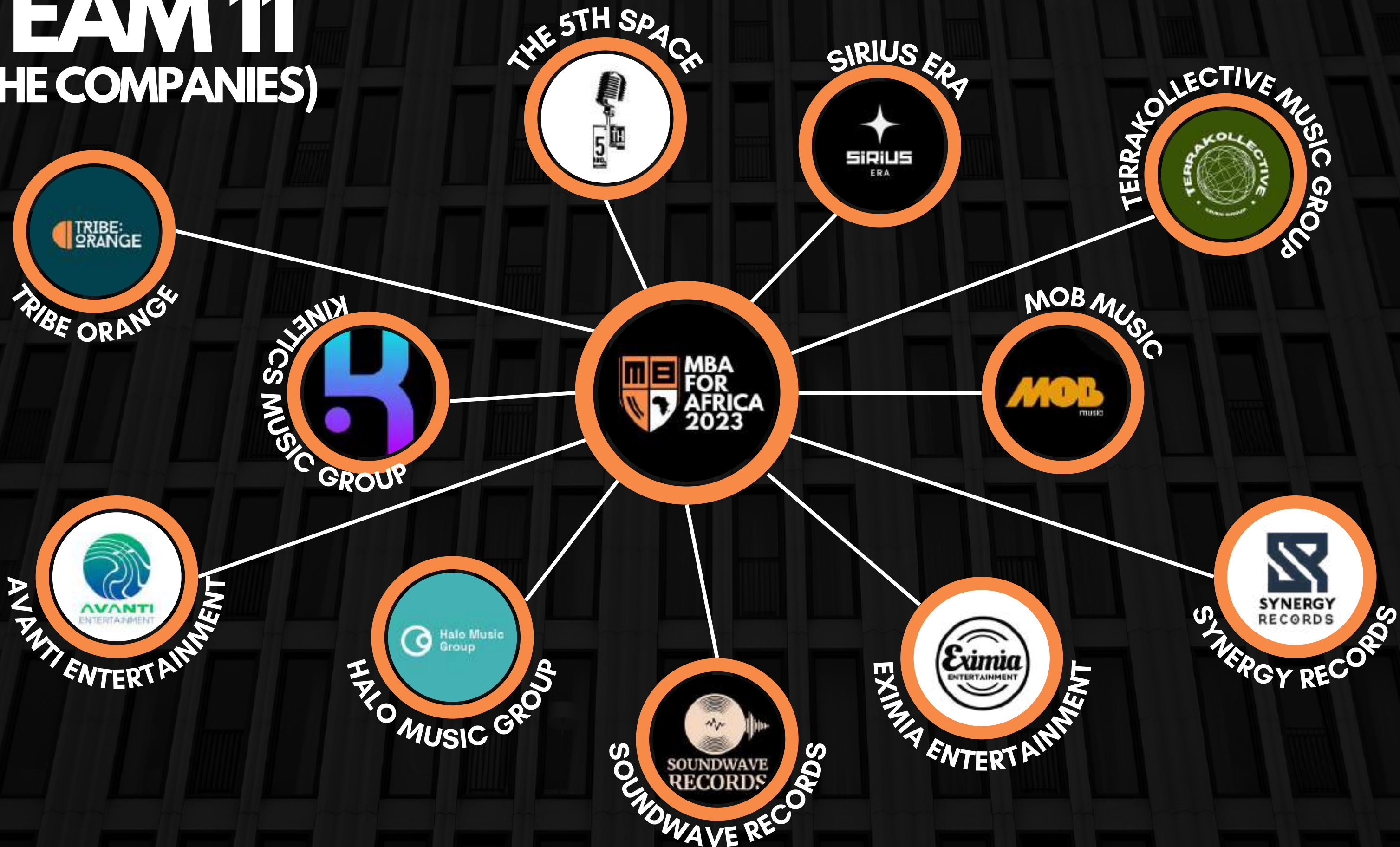
the African Music Business Directory is a project to build a directory that will document information of industry personnel

## GRADUATION CEREMONY



# TEAM 11

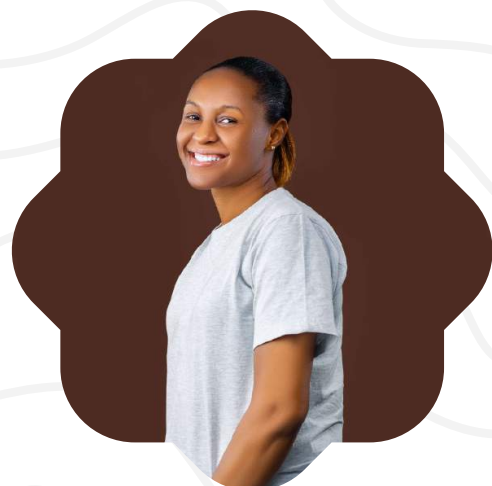
(THE COMPANIES)







# MEET THE EXECUTIVES





Our Department

# MEET THE EXECUTIVES



## ANITA AMANGBO

### GROUP MANAGING DIRECTOR

Anita Amangbo also known as Eko Magnate is an enthusiastic and passionate individual with good interpersonal and management skills who has enjoyed over 10 years of exciting work in the entertainment industry. With an ever-increasing zeal to consistently improve the narrative of the industry in Africa, Anita has garnered extensive experience and functioned in key areas such as project management, talent development & management, brand strategy, marketing & communications, creative direction & content strategy.





our department



# MEET THE EXECUTIVES

## DAMILOLA OMOGBAYI

**CHIEF OPERATING OFFICER**

With over 11 years of experience in music composition & production, vocal direction, audio engineering, and talent development, Damilola brings a wealth of expertise to our team. He has collaborated with a diverse range of talents and contributed his skills to numerous brands and companies while holding various leadership roles. A true maestro under pressure, Damilola thrives on efficient organization and effective team management.



## MARLENE BETT

**CHIEF ADMINISTRATIVE OFFICER**

A results-driven professional with 5+ years of experience in project management, video production, and artistic collaborations within East Africa's creative industry.





# MEET THE EXECUTIVES

## OLUWATOBILOBA ADEBAYO

### CHIEF FINANCE OFFICER

A versatile business development and entertainment expert based in Lagos, Nigeria, he began as a DJ and transformed into a talent manager, A&R, and marketing strategist. With a knack for financial and investment analysis, he secures finance for films and brand partnerships as a business development and investment analyst in a Nigerian bank.



## LORD JENNY

### CHIEF TECHNOLOGY OFFICER

Lord Jenny, a trailblazing Music Business Executive with over a decade of experience. Renowned for innovation in A&R, event planning, and talent management, she has collaborated with industry giants like DJ Jimmy Jatt, Oritsefemi, Mr.2kay and Bella Shmurda. From her roots as an artist, Lord Jenny's keen eye for talent and commitment to shaping careers define her as a driving force. Beyond her business achievements, she passionately champions diversity in music, offering equal opportunities for all artists to share their unique stories. As founder of KING of BOYS MUSIC, 2909 Studios, and Co-Founder of the NATIVE CARNIVAL, she leaves an indelible mark on the industry.





our department

# MEET THE EXECUTIVES



## SAMSON ADELOWO

### CHIEF LEGAL OFFICER

A specialist in entertainment and music law, Samson's meticulous approach, industry acumen, effective communication, and negotiation prowess make him an expert in delivering legal guidance.



## ABISOLA OLANIYI

### CHIEF MARKETING OFFICER

A seasoned marketing management personnel with a public relations and advertising background. With just a year in the industry, she has worked in one of the biggest labels in Africa and is constantly a voice for new talents and marketing innovations in the industry.



# WHY US?

## The main question should be why not:?

- We deliver outstanding quality in terms of service
- Our team is made up of skilled, diligent & overqualified members.
- We run a conglomerate with 11 companies that ensure that every artist has a voice regardless of their genre and limitations
- We build superstars
- We actively contribute to ensuring that the creative ecosystem in Africa remains profitable.
- We are keen on investing in untapped creative potential and transforming creatives from just talent to brands structured as profitable businesses.







# CONTACT US

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