

pladis



# Adebowale Bojuwade

Marketing Director






**Adebowale possesses 15 years of marketing and communications experience, which cuts across roles in Brand Management, Trade Marketing and Brand Promotions in FMCG.**

Preceding his career with pladis Nigeria, Adebowale has been part of the brand success and growth stories achieved with Nigerian Distilleries, summing up a successful decade long stint in the Wines and Spirits segment. Adebowale successfully launched and rebranded notable brands such as Lord's Gin and Seaman's Schnapps amongst other accomplishments.

Prior to marketing experience in the FMCG sector, Adebowale had previously practiced journalism, advertising, media management and public relations. He worked across media houses as well as the Nigeria Broadcasting Commission.

A member of the National Institute of Marketing of Nigeria (NIMN), Adebowale holds an MBA in Marketing sequel to a first degree in Mass Communication. An astute professional, creative mind with personal drive for results.

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every bite*