



## Dr. Rotimi Olaniyan (Bio)

---

An accomplished commercial strategy, marketing and communications professional, scholar, and industry advisor with over 30 years relevant EMEA experience across three fortune 100 multinational corporations and within four countries and cultures including the UK.

Rotimi's industry experience covers broad spectrum Commercial strategy, Brand and Strategic Marketing Management Operations, Sales & Trade Marketing, Consumer Insights and Innovation as well as CRM and Integrated Digital Marketing Communications.

As a marketing services business founder and creative team leader he has partnered and consulted at C-suite level to help build some of the world's most important global brands such as Colgate Palmolive, Cadbury's, Coca-Cola, Scottish Widows, Unilever and Diageo brands.

Currently a senior lecturer at the Nottingham Business School involved in core modules focused on Strategic Marketing, Marketing Performance Metrics, Digital Marketing Strategy to both undergraduate and post graduate students as well as organizational leadership to executives and corporates such as ECCO. His research interest focuses on marketing strategy and entrepreneurial operations and his impact focus is geared towards Case studies and KTPs.

Specialties: Leadership, Strategy, Marketing, Business Development, Commercial Strategy and Operations, Communications Strategy, CRM, Entrepreneurship and New Venture Development, Research and teaching.

A member of the CIM and IDM.



The Marketing Department,  
Nottingham Business School, Nottingham, UK.



01158485506



rotimi.olaniyan02@ntu.ac.uk