



COMPANY PROFILE

ABOUT OUR COMPANY

New Identity Limited is a management consulting consortium, incorporated in the Federal Republic of Nigeria in 2014. Most organizations offering consultancy services and re-engineering in Nigeria are big corporations that are too big to take on small & medium size organizations and are at best unaffordable. We identified the gap in the industry and New Identity was founded to fill in this gap, focusing on small to midsize organisations. We specialize in organizational re-engineering by giving businesses a new identity at any level, using cost-effective strategies that are focused on systems, staff, management, executive and board development.

We understand that the behaviour of individual employee at each level of an organization is the driver of all business performance. Since current performance is the result of current knowledge, capabilities, systems, and culture; capability development is a critical part of our business. We identify performance gaps and develop appropriate learning solutions to fill these gaps, drive progress and improve efficiency.



VISION & MISSION



Vision

To be the foremost provider of business transformation, turnaround consultancy and support services in Africa.



Mission

To use our experience and expertise to proffer cost effective and sustainable business solutions for our clients.



OUR VALUES



✓ **Continuous Learning**

We believe that self-development is important, and we encourage continuous learning

✓ **Integrity**

We deliver on our promise. We are bound by our words

✓ **Passion**

We are passionate about what we do. We treat each project like our first!

✓ **Excellence**

Our belief is that success is the hallmark of excellence; we are excellent at what we do.



OUR METHODS OF OPERATION

Efficient Strategies for Achieving Optimal Results



ANALYSIS & ASSESSMENT

We spend time with you either at your place of business or virtually, identifying key people, interviewing managers, surveying employees, and talking with you about your needs.

We want to understand your strategic goals, gauge your HR challenges, identify skill gaps, and find out what is holding your business back from being more profitable and efficient.

APPROVAL & IMPLEMENTATION

Once we have your solution developed, we would give you an opportunity to test it before implementing with your staff. When your feedback is incorporated, we would establish a schedule for rolling out the solution and set benchmarks for completion. Then, let the changes begin!



EVALUATION

Every solution package we design includes an evaluation component. Not only do we evaluate your system and employees through testing and one-to-one assessment, but we also ask you and your staff to evaluate us: Did we meet your expectations? Did it solve a specific problem or problems? What could we do better next time?



OUR SERVICES

Get a head start on success with our expert guidance

Organisational Re-Engineering

Businesses change over time, either due to a changing market/industry, or internal evolution and as such, organisational goals and other driving factors too would respond to change. It is therefore imperative that organisational re-engineering is done to ensure your business remains competitive in a dynamic market/industry. Re-engineering an organisation also known as Business Process Re-engineering is the process of reviewing all the different levels of an organisation's way of doing business and considering how to improve things.

Successful organisational re-engineering projects are driven by the need to satisfy business problems or opportunities. Without strong business drivers that are supported by the organisation's leadership, the project may likely fail.

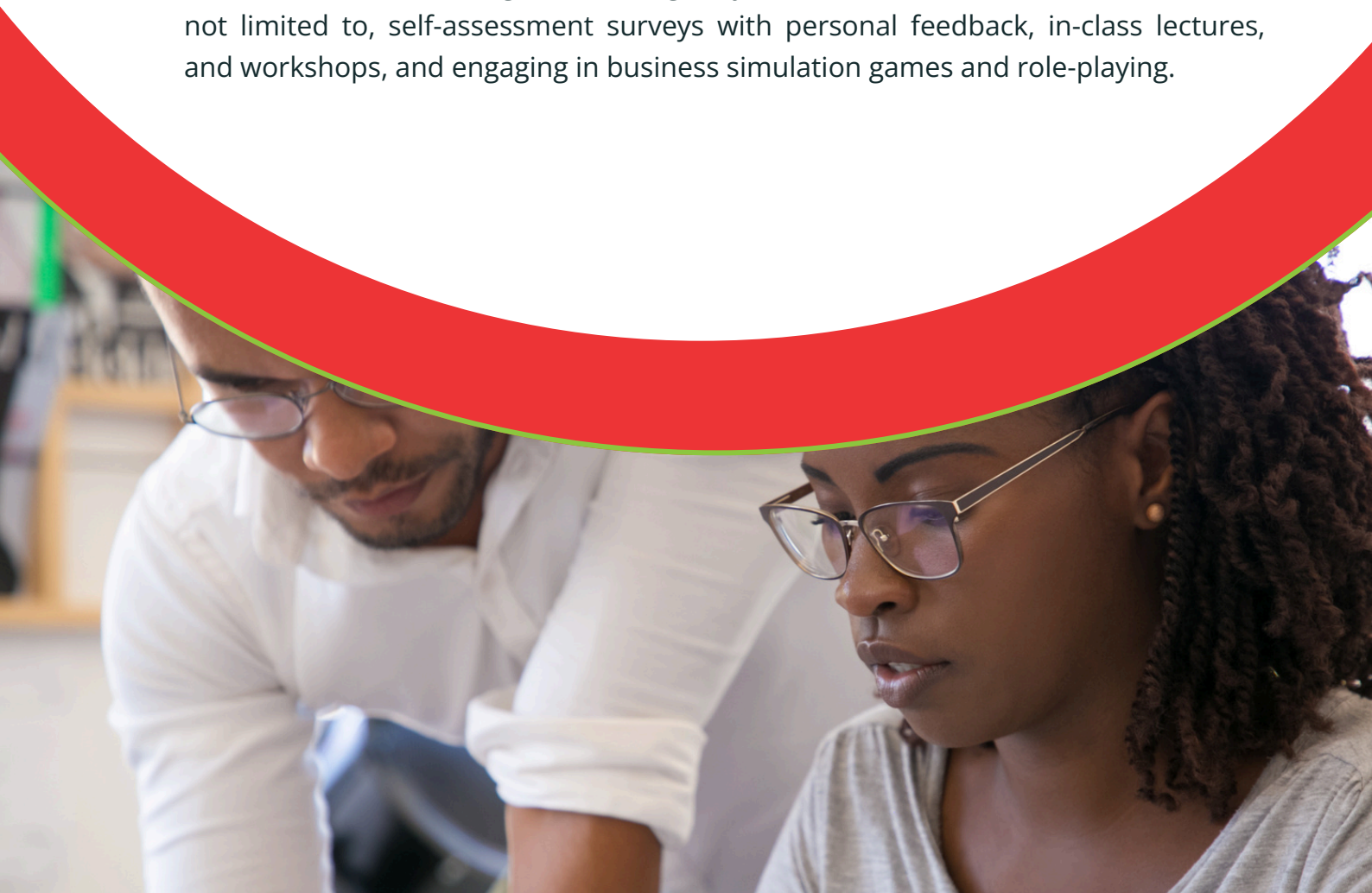


Capacity Building

We know that the behaviour of individual employee at each level of an organization is the driver of all business performance. Since current performance is the result of current knowledge, systems, and culture; capability development is a critical part of our business. We identify performance gaps and develop appropriate learning solutions to fill the gaps.

Our offerings include:

- Strategic planning – We help you turn your enterprise strategy into a clear roadmap of initiatives, actions and investments required to execute the strategy and meet business goals. Thereby realizing your strategic ambitions in the midterm.
- Leadership & Management Development – An organization cannot grow or prosper beyond the capability of its leadership and the commitment and skill of its workforce. We help you to achieve sustainable results and an enviable culture through effective management which is directly related to organizational effectiveness, employee engagement and competitive advantage.
- Training – This is where we really shine – in developing training specific to your needs. We use an approach that respects the availability and learning styles of your employees, allowing them to pick and choose activities and modules that work for them while still delivering the learning they want and need. This can include, but is not limited to, self-assessment surveys with personal feedback, in-class lectures, and workshops, and engaging in business simulation games and role-playing.



Consultancy Services

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MEET THE TEAM

Our diverse team combines expertise, passion, and creativity to drive innovation and excellence. Discover the faces and stories that make our company exceptional.



Funmi Adefeko

PRINCIPAL CONSULTANT/CEO

Funmi is a Certified Management Consultant (CMC) under the authorization of the International Council of Management Consulting Institute (ICMCI), and Fellowship of Institute of Management Specialists, UK (FIMS). She is also a certified Leadership Coach, teacher, and speaker with The John Maxwell Team (a global network of leadership development experts) and served as part of the 2013 President Advisory Committee of The John Maxwell Team.

Funmi has at different times served in several leadership positions in Coca-Cola Hellenic Bottling Company such as General Manager and Regional Logistic Manager across the Nation. Her Corporate experience covers the turn-around of poorly performing or dying enterprise back to profitable business ventures using cost effective strategies, with a focus on systems, staff, and management development. Her experience in strategic leadership and supply chain excellence gives her a competitive edge in this area of choice. Over the years, Funmi has been a Change Agent and an Impact person in her field, which has set her on a platform to fully utilize her strengths in rebuilding teams that are not performing and setting them up for optimal performance with proven results and several merit awards. She has been involved in several Corporate Social Responsibilities and Trade Union Management in the North East, Middle belt, and South- South of Nigeria.

Funmi left Coca-Cola in 2014 to start her own company, New Identity Ltd, a management consulting consortium, specializing in giving businesses a new identity at any level using cost-effective strategies that are focused on systems, staff and management development.

She is passionate about CSR and giving back to the society; she previously ran a free coaching seminar, named 'Unlocking Your Ultimate Potential' in Jos, Plateau State, Nigeria. She currently runs a 4-week coaching & mentoring program titled 'Self-Actualization with Funmi Adefeko & Avese Tokula.'

Funmi believes in continuous learning, and it is one of the values of her company. She holds a B.Sc. certificate in Biochemistry from the University of Ibadan and a Master's in Business Administration (MBA) from the University of Ilorin. She is an alumna of the Lagos Business School (Owner Manager Program) and an advisor with the Harvard Business Review Advisory Council. She also holds a certificate in Negotiation Skills: Strategies for Increased Effectiveness from Harvard University. She also holds a certificate in Corporate Governance - International Directors Programme from the INSEAD Business School, Fontainebleau, France.



Prof. Femi Adebisi

DIRECTOR, FINANCE & ADMIN

Ph.D, M.Sc, MBA, B.Sc, FCNA, FCTI, FCSA, FCE, MACFEI, MNIM, MCPA-AUSTRALIA, MIFA-UK, CPA-IRELAND, ACIS,ACSI.

Prof. Adebisi is a seasoned administrator with over 38 years of experience spanning the academia, government, private sector, banking, and consulting. A Professor of Accounting & Finance, fellow and member of several professional bodies in Nigeria and internationally, such as Association of National Accountants of Nigeria (ANAN), Nigeria Institute of Management (MNIM),

The Chartered Institute of Taxation of Nigeria (CITN), American College of Forensic Examiners Institute (ACFEI), American Chartered System Accountants (ACSA), Chartered Economists of Nigeria (CEN), Certified Public Accountant of Australia, Institute of Financial Accountants- UK, Certified Public Accountants of Ireland, Chartered Institute of Stockbrokers (CIS), Chartered Institute for Securities and Investment- UK(CISI).

He has worked in different capacities as an Administrator, Consultant, Accountant, Auditor and Lecturer. Professor Adebisi has previously worked with Bank of the North, Ltd as a Branch Accountant, Kogi State University as a senior lecturer, and with the Nigerian College of Accountancy where he was once a member board of Governors, secretary of the board of Governors and eventually the Director General. He is currently a visiting Associate Professor at Salem University, Lokoja, and the Dean, College of Private Sector Accounting, ANAN University, Kwall, Plateau State. He is also the Principal Partner, J. Femi Adebisi & Co. (Certified National Accountants) and Executive Consultant, Jofad Royal Management Consultant Ltd, Lokoja.

As the Director of Finance & Admin, Prof. Adebisi brings his wealth of experience as a seasoned administrator, auditor and accountant and is responsible for providing strategic business planning, supervising/conducting all financial operations, and managing the administrative duties of the company.



Abdulwahab Jaji, MSc, CMgr, PMP

DIRECTOR OF RE-ENGINEERING

Abdulwahab holds a Master of Science (MSc) in Operations and Supply Chain Management from Swansea University, UK, a testament to his commitment to continuous learning and mastery in his field. With a distinguished career spanning over a decade, Abdulwahab has honed his skills across diverse sectors. Previously serving as Plant Manager at Coca-Cola Hellenic Bottling Company, Director of Operations at Beina Maintenance & Reliability Services Ltd and is currently a Director of Strategy at J.E.T.S Ltd., he brings a wealth of experience and leadership to the New Identity team.

Abdulwahab is a Certified Manager (CMgr) and a Project Management Professional (PMP). His expertise lies in Agile Supply Chain Management, Plant/Factory Management, SAP ERP, and Humanitarian Efforts. This comprehensive skill set positions him as a multifaceted leader capable of navigating complex challenges with finesse. At New Identity Limited, Abdulwahab spearheads the Re-engineering department with a strategic mindset and a customer-centric approach. His commitment to efficiency and precision drives initiatives in Agile Supply Chain Management, ensuring that each solution is meticulously crafted to meet the evolving demands of the industry.

Beyond the boardroom, Abdulwahab is an artist at heart. His passion for abstract paintings, urban sketching, and black and white film photography speaks to a creative soul that finds inspiration beyond the confines of the office. Under his leadership, New Identity Ltd has undergone a remarkable transformation, embracing a new era of innovation and operational excellence. Every solution is not just a product of expertise but a manifestation of precision and foresight, reflecting Abdulwahab's commitment to leading the organisation towards unparalleled success.



Bolatito Adefeko

CHIEF OPERATING OFFICER

Bolatito is a Business Consultant with over 15 years' experience across different industries – Financial, Retail and Education. She has a Business Analytics certification from Wharton School of Business, University of Pennsylvania, a Master of Science (MSc) in International Accounting, Finance & Strategy from the University of Sussex, a Master of Business Administration (MBA) in International Business Management from the Lagos State University and a Bachelor of Science (BSc) in Accounting from the Olabisi Onabanjo University.

Bolatito has worked with different companies and across different cultures, both locally and internationally. She has worked as a team member and served in leadership positions with Ecobank Nigeria Limited, Lloyds Bank, Co-operative Bank, and The Boots Company Plc. Her experience of working across different companies and culture involves coordination of highly skilled professionals, organizing and managing resources, and has given her the confidence and ability to relate effectively with, and manage stakeholders at different levels and in different locations.

As a COO, she improves business processes and procedures to increase clients' business efficiency and create value for them. She also develops business strategies to identify, implement and manage changes and deliver various improvement strategies to clients and design the necessary processes that would drive process efficiency and effectiveness for the business.



Monica Clarkson Gajere (PhD)

DIRECTOR OF STRATEGY

Dr. Monica Clarkson-Gajere is an Associate Professor of Strategic Management and Organizational Behaviour with a Ph.D. in Management from the University of Jos, Nigeria, and over 19 years of experience in the field. Her experience in the last 19 years has given her a strong understanding of local, international, and global business practices. She has published many peer-reviewed papers in prestigious journals, on Strategic and Organizational Management. Her work has been cited over 5000 times by other scholars.

She has a proven track record of successfully leading people across different cultures and time zones. She has trained and supervised people who have gone on to be experts in management, in their respective fields and raised many successful alumni students all over the globe having lectured in a university.

In recognition of her significant contributions to the field of business management, she was awarded an honorary certificate by the International Organization of Science and Research. In addition, she is a certified management consultant with proof of the ability to navigate the legal and regulatory requirements of doing business, even in a global context with the confidence to bring her skills and experience to bear on a wide range of challenges and opportunities. She is comfortable working with people from all over the world and enjoys learning about new cultures and customs.

As the Director of Strategy, Dr. Monica's role is to drive our company's success and growth by leading the development and implementation of our company's long-term goals and objectives. She works closely with senior executives to analyze market trends and identify opportunities for growth and also collaborates with various departments to ensure alignment with the company's vision and mission.



Abimbola Olulana

LEAD CONSULTANT

Abimbola is multitalented, dynamic, and a serial Entrepreneur who is passionate about growing successful Businesses, Leaders & Individuals. His working experience cuts across the Military, Oil & Gas, Pharmaceuticals, Finance, Human Resources & Consulting.

Abimbola holds an MBA with the University of South Wales, a BSc. in Psychology from the University of Lagos, Akoka and is also member of the Human Capital Institute (HCI), the Chartered Institute of Personnel Management (C.I.P.M.N.) as well as the Nigerian Institute of Management (N.I.M).

He has held the positions of Head, Human Resources & Shared Services; Practice / HRSS Manager; & Strategic Business & HR Consultant positions at: Hamilton Technologies, Falcon Corporations Ltd (Oil & Gas); Human Leadership Resources (Management & HR Consulting); Medvacc Pharmaceuticals Ltd (Health) & Midwestern Oil & Gas Ltd. He is also a Management / Business Consultant to a number of Top Management Executives across various organisations. Abimbola is multitalented, dynamic, and a serial Entrepreneur who is passionate about growing successful Businesses, Leaders & Individuals. His working experience cuts across the Military, Oil & Gas, Pharmaceuticals, Finance, Human Resources & Consulting.

Abimbola holds an MBA with the University of South Wales, a BSc. in Psychology from the University of Lagos, Akoka and is also member of the Human Capital Institute (HCI), the Chartered Institute of Personnel Management (C.I.P.M.N.) as well as the Nigerian Institute of Management (N.I.M). He has held the positions of Head, Human Resources & Shared Services; Practice / HRSS Manager; & Strategic Business & HR Consultant positions at: Hamilton Technologies, Falcon Corporations Ltd (Oil & Gas); Human Leadership Resources (Management & HR Consulting); Medvacc Pharmaceuticals Ltd (Health) & Midwestern Oil & Gas Ltd. He is also a Management / Business Consultant to a number of Top Management Executives across various organisations.



OUR CLIENTS

A few of the awesome organizations we've been able to work with





GET IN TOUCH

Whether you have questions, need support, or want to explore partnership opportunities, we're here to help. Reach out via phone, email, or visit our website. Our friendly team is ready to assist you and ensure you receive the best service possible.



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