

ADEYEMI AKINFEMI AJAYI, FCIPM, Chartered FCIPD, FITD, FIMC, SPHRi, IPMP (S/A)

The **P.E.A.K** Vision
for the Position of
National Treasurer





My Guiding Philosophy

- To drive financial sustainability, value and impact through **Partnership, Excellence, Assurance, and Knowledge (PEAK)**, the four pillars of responsible, transparent, and visionary leadership.

My Financial Sustainability Objective

- Achieve ~~N~~5b Institutes' Revenue target within my first year
- Drive at least ~~N~~10B sustainable revenue growth for the Institute.

My Strategic Levers



CIPM STRATEGIC THRUST	PEAK OBJECTIVE	STRATEGIC INITIATIVES	FOCUS
Fortifying Institutional Framework	Partnership	<ul style="list-style-type: none"> i. Forge Strategic Alliances with financial institutions, Fintechs and HR tech firms to deliver exclusive financial services to the Institute and to members ii. Partner with vendors, service providers, agencies and key Institutions to negotiate discounts, optimize cost and derive greater value for every money spent iii. Collaborate with Branches and Chapters to sustain value adding initiatives such as one time debt discounts, flexible payment options etc to encourage financially inactive members iv. Launch quarterly finance dashboard and dialogues to share progress, insights and plans with stakeholders v. Host regular roundtable engagement sessions with key vendors, partners and sponsors to co-create solutions that will drive revenue and reduce cost 	Build trust, engagement, and shared prosperity for members, chapters & Branches through strategic collaboration that delivers impact and value

My Strategic Levers



CIPM STRATEGIC THRUST	PEAK OBJECTIVE	STRATEGIC INITIATIVES	FOCUS
<p>Growth and Membership</p>	<p>Excellence</p>	<ul style="list-style-type: none"> i. Sustain revenue diversification drive by exploring new income streams such as introducing fee-based digital learning platforms, certification renewal programs, and corporate partnership while driving efficient utilization of assets for revenue generation ii. Optimize our investment portfolio to balance safety, liquidity and returns iii. Conduct cost-to-impact ratio reviews to align spending with strategic priorities and measurable results iv. Launch targeted campaigns in diaspora communities and international institutions to attract global HR professionals and improve FX income v. Enable seamless digital payment systems for international subscriptions and renewals. 	<p>Accountability, sustainability, stewardship and resource optimization</p>

My Strategic Levers



CIPM STRATEGIC THRUST	PEAK OBJECTIVE	STRATEGIC INITIATIVES	FOCUS
Culture and Innovation	Assurance	<ul style="list-style-type: none"> i. Strengthen Audit and Compliance, processes with mid-year internal audits, pro-active risk management and financial policies to meet global standards. ii. Strengthen financial operations by fully automating the financial and procurement processes iii. Leverage our digital platforms to handle member's finance-related queries within reasonable timelines iv. Integrate digital payments, analytics, and approvals by leveraging a Smart Financial Portal 	<ul style="list-style-type: none"> i. Compliance and risk Management; Strengthening the financial health of our institute, and sustainability

My Strategic Levers



CIPM STRATEGIC THRUST	PEAK OBJECTIVE	STRATEGIC INITIATIVES	FOCUS
<p>Enhancing Internal Capacity and Capability</p>	<p>Knowledge</p>	<ul style="list-style-type: none"> i. Increase the Institute’s financial base by deploying Learning Management System (LMS) to deliver instructional materials, enable members to take short courses and access learning contents to gather points for HRPL renewal, membership upgrade etc ii. Introduce a Finance Knowledge Series (master class) and informal learning sessions for Branch Treasurers and Financial Secretaries to discuss financial sustainability for their branches, emerging financial trends and improve their knowledge of finance iii. Develop a financial leadership playbook capturing key policies, templates and best practices for financial discipline iv. Publish a Post-Tenure Legacy Report to sustain institutional knowledge 	<p>Building Capacity and Continuity with mentorship, learning, and institutional memory</p>

Projected Outcomes

- ✓ Achievement of ₦5b revenue target and ₦10b sustainable revenue growth thereafter
- ✓ Stronger financial governance and accountability
- ✓ Digitally empowered financial operations
- ✓ Enhanced stakeholder trust and collaboration
- ✓ Sustainable institutional continuity and impact
- ✓ Broader capacity-building and mentorship culture

PEAK represents a promise, to serve with Purpose, lead with Excellence, deliver with Assurance, and build with Knowledge.

NOTABLE PROJECTS, ACHIEVEMENTS & TRACK RECORD



➤ Innovation and Digital Transformation

PROJECTS	VALUE/IMPACT
Led the deployment of Membership Application Portal	New Inductees increased by 85% from 1,710 in 2023 to 3,157 in 2025
Led the deployment of Examination Portal	Student enrollment increased by 92% from 7,786 in 2023 to 14,955 in 2025/26
Led the deployment of Membership Portal	Financially active members increased by 106% from 5,428 in 2023 to 11,169 in 2025/26
Led the deployment of E-voting Portal	Significant increase of over 40% in voters at the CIPM elections
Led the deployment of Mobile App	Significant increase in member's engagement, and enrolment in Institute's trainings, conferences etc. Ease of HRPL renewal, membership upgrade and subscription payment
Led the deployment of CIPM HR Leadership Academy Portal	Nearing completion and to be launched soon
CRM software implementation with Artificial Intelligent (AI), chatbot and Knowledge-based system	Ongoing with completion set for Q2, 2026
Led the deployment of additional payment gateway options (3) on the Membership Portal	Ease of payment and registration for programs, increase in financially active members
Data Security, protection of Member's data and firewalls	Data Audit Compliance rate increased from 63% in 2024 to 83% in 2025
Deployment of SAGE Evolution 200 Accounting system	Improved financial systems, accurate and prompt processing of financial transactions, better internal control processes

NOTABLE ACHIEVEMENTS & TRACK RECORD – Cont'd



- Led the team that organized the first hybrid edition of the International Conference & Exhibition of the Institute in 2021, achieved over **100%** revenue surplus.
- Led the team that organized the first fully Virtual (Online) edition of the International Conference & Exhibition of the Institute in 2020 during the Covid lockdown period achieved about **26%** revenue surplus.
- Member of the team that organized the maiden edition of the Academic Conference of the Institute in 2021, playing a very important role in delivering the conference.
- Led the team that won the best Branch Award as the Chairman of Lagos State Branch for year 2020
- Lead the team that won the best Chapter (PPCA) Award in Lagos State Branch for year 2015 as the Chairman.
- 2nd Position in the CIPM Inter Branch Quiz Competition held at the 2010 Annual National Conference

MY VOLUNTEER SERVICE TO CIPM



- 2023 till Date:** Elected Council Member & Chairman Innovation & Digital Transformation Committee
- 2023 – 2025:** Member, Development & Strategic Planning & Implementation Committee, Lagos State Branch
- 2022:** Immediate Past Chairman, CIPM International Conference & Exhibition (ICE) Planning Committee
- 2021:** Chairman, CIPM International Conference & Exhibition (ICE) Planning Committee & Member CIPM Governing Council
- 2019 - 2021:** Chairman, CIPM Lagos State Branch & Member CIPM Governing Council
- 2019 – 2020:** Vice Chairman, CIPM Annual National Conference Planning Committee
- 2017 -2019:** Vice Chairman, CIPM Lagos State Branch & Chairman Conference Planning Committee
- 2017 - 2018:** Member, CIPM 50th Anniversary & Annual National Conference Planning Committee
- 2015 - 2017:** Chairman, CIPM Lagos Island Chapter (Lagos Island PPCA)
- 2013 - 2015:** General Secretary, CIPM Lagos State Branch
- 2011 - 2013:** Assistant General Secretary, CIPM Lagos State Branch
- 2011:** Member, Transport Sector Human Resource Forum Planning Committee
- 2009 - 2012:** General Secretary Lagos Island Chapter (Lagos Island PPCA)
- 2008:** Assistant General Secretary, Lagos Island Chapter (Lagos Island PPCA)

MY PROFILE



Adeyemi Ajayi is a distinguished and results-driven strategic business leader with progressive experience across multiple sectors, including Professional Services & Consulting, Financial Services, Logistics, Digital Solutions, Manufacturing, Fast-Moving Consumer Goods (FMCG), and Healthcare. My career is marked by a consistent track record of driving transformational change, optimizing human capital performance, and aligning people strategies with organizational goals.

As an astute Human Resources professional, I bring a deep understanding of the business landscape and combines it with strong people and leadership skills. My expertise spans organizational strategy, leadership development, performance and talent management, employee engagement, HR operations, compliance, risk management, learning & development, change management, and total rewards administration.

In my current role as Head of Human Resources in a Multi-National Company in Nigeria, I lead strategic HR functions that supports operational excellence and service delivery in the health sector. I oversee initiatives that enhance employee experience, ensure regulatory compliance, and align HR practices with international standards and business objectives.

I am particularly adept at building inclusive cultures that drive innovation, productivity, and a high-performance workforce.

PROFESSIONAL AFFILIATIONS & CERTIFICATIONS



- Fellow, Chartered Institute of Personnel Management of Nigeria (FCIPM)
- Chartered Fellow, Chartered Institute of Personnel Development (FCIPD), UK
- Senior Professional in Human Resources – International (SPHRi), HRCI, USA
- Fellow, Nigeria Institute of Training and Development (FITD)
- Fellow, Institute of Management Consultants (FIMC)
- Member, Institute of People Management Professionals S/A

As a life-long learner, I am passionate about people development, mentoring, accountability, innovation and good leadership. I have facilitated and continue to facilitate Knowledge Sharing Sessions (KSS) for several branches and chapters of the Institute pro bono as part of my contribution to professional development of our members.

I love working in teams, and I am good at planning & organizing events.

I am happily married and have a lovely family.



Please support
Adeyemi Ajayi, FCIPM, Chartered FCIPD
Together, let's **SOAR** to the **PEAK**