



SOLOMON ITEGBOJE is the President and Chief Executive Officer of The BOSS Group. The group is made up of:

- Nigerstrat Limited, a Sales, Marketing and Strategy consulting company
- Centrum Marketing Limited, a Marketing Operations and Services Support Company
- Marketing Services & Research Limited, offers Marketing, Sales and Retail Survey, Audit and Research Services
- 3D Impact Marketing Limited Africa specialises in providing cutting edge business and marketing engagement solutions

Solomon has more than 27 years' experience in Sales, Marketing and Strategic Management.

He was previously the Country Head/Director of Marketing of Coca-Cola Hellenic for Nigeria. He combined this role with that of Coordinating Commercial Director for the 4 Commercial Regions/Directorate of Coca-Cola Hellenic/Nigeria Bottling Company. He was also the Head of Channel & Customer Marketing and Key Accounts for the Nigeria Equatorial Africa Division of The Coca-Cola Company covering Nigeria and most of West Africa (9 countries).

Solomon is probably Nigeria's leading expert in Operational Marketing, Customer Marketing and Key Accounts Management. He pioneered a lot of marketing practices for the Coca-Cola system in Nigeria that have become Industry Best Practices in Nigeria including Strategic Supply Depots, In-Outlet Look of Success, Globalscore Merchandising Ratings. He is a respected Sales, Marketing and Business consultants and has authored a number of Marketing and Sales practise articles

He has consulted and or trained for Coca-Cola Nigeria, Nigeria Bottling Company, GSK, Nestle, Dangote Cement, NASCON, DANSA, MTN, Greensprings School, Ekulo Group, Reckitt Benkisser, P&G amongst others. He also serves on the faculty of Bervidson Group

He is a pioneering Alumnus of Ambrose Alli University (B.Sc Economics). He also studied at Unilag (M.Sc Economics) and Lagos Business School (SMP and EMBA). He has attended exTective courses in Sales, Marketing, Key Accounts, Customer Marketing from 23 countries in Africa, Asia and Europe.