

# SOWARI AKOSIONU

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## BOARD & INSTITUTIONAL PROFILE

Pan-African digital, partnerships and social-impact leader with 20+ years of experience spanning telecommunications, digital platforms, commercial transformation, strategic partnerships and philanthropy across Africa. Senior leadership experience across major telecommunications and digital businesses, with a track record of building partnerships, leading transformation, scaling multi-country initiatives and delivering measurable commercial and institutional outcomes.

Led digital, marketing and partnership businesses across 10 African markets, including strategic relationships with MTN & Vodacom in Nigeria, Ghana, Cameroon, Tanzania and South Africa. At Mdundo, delivered a seven-fold increase in telco partnerships and four-fold platform revenue growth, while leading multi-market digital growth and transformation.

For the past three years, has applied this commercial and pan-African experience to social impact through senior leadership at Pistis Foundation, alongside founding and building the Mabel George Lawson Jack (MGLJ) Foundation. Experience spans fundraising, donor and institutional partnerships, education, healthcare, systems thinking, communications, impact measurement and institution building.

Brings to the Board a distinctive combination of technology and telecommunications expertise, African market understanding, strategic partnerships, philanthropy, commercial discipline and social-impact leadership, with the judgement to contribute to strategy, governance, institutional development, risk and responsible growth.

## SELECTED LEADERSHIP IMPACT

|                |                                                              |                   |                                                                       |
|----------------|--------------------------------------------------------------|-------------------|-----------------------------------------------------------------------|
| <b>20+ yrs</b> | Telecoms, digital, partnerships and institutional leadership | <b>10</b>         | African markets led across digital, marketing and partnerships        |
| <b>7x</b>      | Increase in telco partnerships at Mdundo                     | <b>4x</b>         | Platform revenue growth via premium subscription services             |
| <b>85%+</b>    | UBOMI fundraising target achievement over three years        | <b>48,700+</b>    | UBOMI medical, surgical, dental and eye-care interventions since 2019 |
| <b>30</b>      | Students supported through MGLJ Foundation scholarships      | <b>80% / +20%</b> | Customer satisfaction across 200+ Etisalat retail sites / NPS uplift  |

## CORE BOARD CONTRIBUTION

- **Digital Inclusion, Technology & Economic Opportunity.** More than 20 years across telecommunications and digital businesses, spanning customer experience, digital products, digital transformation, partnerships and commercial growth. Practical understanding of how technology, telecom infrastructure and digital platforms can expand access, skills and economic opportunity across African markets.
- **Pan-African Business & Market Leadership.** Leadership experience across 10 African markets, with deep understanding of the commercial, consumer and institutional dynamics shaping technology-enabled businesses across the continent.
- **Strategic Partnerships & Ecosystem Building.** Track record of developing and scaling complex partnerships across telecommunications, technology, philanthropy, healthcare, education and public-sector stakeholders. Delivered a seven-fold increase in telco partnerships and led multi-party partnerships across multiple jurisdictions.
- **Philanthropy, Fundraising & Inclusive Development.** Three years of senior foundation leadership spanning fundraising, donor development, strategic partnerships and communications. Led fundraising for UBOMI, achieving more than 85% of annual fundraising

targets, while supporting the mobilisation of resources for large-scale free healthcare interventions for underserved communities.

- **Education, Youth & Skills.** Founder of MGLJ Foundation, with responsibility for education and empowerment programmes, including 30 student scholarships. Builds systems-thinking capacity with partner schools to strengthen the conditions required for sustainable educational outcomes.
- **Institution Building, Governance & Systems Thinking.** Built MGLJ Foundation's governance framework and operating model from inception. Applies systems-thinking and MEAL (Monitoring, Evaluation, Accountability and Learning) principles to social-impact work and has undertaken the Acumen Systems Practice course. Contributes to the adoption of systems-thinking practices within Pistis Foundation.
- **Stakeholder & Public-Interest Leadership.** Experienced in engaging senior stakeholders across business, philanthropy, healthcare, government, regulation and traditional institutions. For UBOMI, has worked with technical medical partners, government and regulatory stakeholders, traditional rulers, institutional partners, media and community stakeholders.

## FOUNDATION & GOVERNANCE EXPERIENCE

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### Pistis Foundation

Lagos, Nigeria

#### **Executive Lead, Strategic Partnerships & Institutional Development (Pro Bono)** 3 years

*Works alongside the Executive Director to lead the Foundation's strategic partnerships and institutional development agenda, spanning fundraising, donor engagement, stakeholder relations, communications and social-impact initiatives.*

- Lead partnership strategy, donor engagement and fundraising for foundation programmes and strategic institutional relationships.
- Led fundraising for UBOMI, achieving more than 85% of annual fundraising targets across a three-year period.
- Chair, Partnerships & Communications Sub-Committee, UBOMI 2026, providing strategic oversight across partnership development, fundraising, communications and stakeholder engagement.
- Lead strategic engagement with technical medical partners, government and regulatory stakeholders, traditional rulers, corporate institutions and other implementation partners supporting UBOMI's medical and surgical outreaches.
- Contribute to the development and stewardship of partnerships supporting large-scale healthcare and social-impact programmes.
- Responsible for UBOMI communications strategy and delivery, including media engagement, press parleys and stakeholder communications.
- Led communications initiatives contributing to year-on-year growth in the Pistis Foundation brand, strengthening visibility, stakeholder engagement and institutional positioning.
- Support the Foundation's adoption of systems-thinking practices to strengthen programme design, partnerships and long-term impact.
- Foundation programmes include scholarships and support for vulnerable children, alongside institutional participation in the African Philanthropy Forum and Nigeria Network of NGOs.
- UBOMI has delivered 48,700+ medical, surgical, dental and eye-care interventions since 2019 across Lagos, Abuja and Ibadan.

### Mabel George Lawson Jack (MGLJ) Foundation

Nigeria

#### **Founder, Executive Director; Board Chair**

Jan 2026 – Present

- Founded and established a Nigerian non-profit focused on creating lasting opportunity for vulnerable children and families through education and community empowerment.
- Established the Foundation's vision, governance framework, operating model and institutional identity from inception.
- Developed a systems-thinking model that recognises household stability as a critical foundation for sustained educational outcomes.
- Lead strategic direction, institutional development, partnerships and programme design.
- Established and oversee scholarship programmes supporting 30 students across partner schools and communities.

- Build systems-thinking capacity with partner schools, supporting institutions to strengthen the conditions around children rather than focusing solely on individual educational access.
- Develop partnerships with schools, corporates and development partners to expand educational opportunity and community impact.
- Apply principles from Acumen Systems Practice and MEAL learning to strengthen programme design, accountability, learning and impact measurement.
- Oversee governance, operating structures and accountability mechanisms appropriate for a growing social-impact institution.

## EXECUTIVE LEADERSHIP EXPERIENCE

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### **Mdundo.com A/S**

Pan-African Digital Platform

#### **Chief Marketing Officer**

Jan 2025 – Jan 2026

- Led enterprise-wide digital strategy, brand, executive communications and commercial performance across Africa.
- Introduced executive performance dashboards and strengthened the use of data and performance measures in strategic decision-making.
- Led digital transformation initiatives spanning acquisition, lifecycle marketing and commercial performance.
- Worked across a multi-country operating environment with telecom, technology and institutional partners.

#### **Head of Marketing & Partnerships, Africa**

Jul 2023 – Jan 2025

- Led integrated marketing, communications and partnership strategy across 10 African markets.
- Expanded telecom and technology partnerships, including strategic relationships with MTN, to accelerate digital adoption, user acquisition and engagement.
- Managed cross-market stakeholder relationships and partnership priorities within a pan-African digital business.

#### **Head of Telco Products, Africa**

Oct 2022 – Jun 2023

- Delivered a seven-fold increase in telco partnerships across African markets.
- Delivered four-fold platform revenue growth through the development and commercialisation of premium subscription services.
- Built go-to-market strategy for telco-led digital subscription products.
- Managed commercial relationships involving telecom operators and other technology partners.

### **9mobile Nigeria**

#### **Manager, Media Planning & Management**

Jan 2018 – Jul 2022

- Directed enterprise media planning, digital advertising and integrated campaigns.
- Governed agency relationships and used analytics and performance data to improve return on investment.
- Worked across enterprise stakeholder groups within a major Nigerian telecommunications operator.

### **Etisalat Nigeria**

#### **Lead, Digital Marketing / Lead, Customer Experience & Retention**

Sep 2013 – Dec 2017

- Led digital marketing, customer experience and retention initiatives.
- Raised customer satisfaction to 80% across 200+ retail locations.
- Increased Net Promoter Score by 20%.
- Developed digital marketing and customer engagement frameworks.

### **Globacom Nigeria**

#### **Retail Sales, Stock & Inventory and Customer Care Roles**

2003 – 2010

- Progressive experience across customer-facing, retail, sales and operational functions within telecommunications.

## SYSTEMS THINKING & IMPACT

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- **Acumen Systems Practice:** systems-thinking and approaches to understanding and addressing complex social challenges.
- **MEAL (Monitoring, Evaluation, Accountability and Learning):** approaches applied to social-impact programme design and delivery.
- **Applied practice:** systems thinking applied across MGLJ Foundation's education model and introduced within Pistis Foundation's programme and partnership approach.
- **Data-led decisions:** experience using performance data, dashboards, impact measures and stakeholder feedback to guide strategic decisions.

## EDUCATION & PROFESSIONAL DEVELOPMENT

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|-----------------------------------------------------------------------------------------------|------|
| <b>MBA, Strategic Marketing</b> , University of Warwick                                       | 2014 |
| <b>BSc, Geology</b> , University of Benin, Edo State, Nigeria                                 | 2000 |
| <b>Digital Marketing, Customer Analytics &amp; Engagement</b> , Imperial College London       | 2020 |
| <b>Certified Customer Experience Professional (CCXP)</b>                                      | 2016 |
| <b>Acumen Systems Practice</b> , Acumen                                                       |      |
| <b>MEAL: Monitoring, Evaluation, Accountability &amp; Learning</b> , Professional Development |      |

## BOARD-RELEVANT ATTRIBUTES

Strategic judgement | Independent perspective | Pan-African market understanding |  
Technology & digital expertise | Strategic partnerships | Philanthropy & fundraising |  
Education & youth opportunity | Institution building | Systems thinking | Impact measurement  
| Commercial discipline | Stakeholder leadership | Governance & accountability