

# MEKA OLOWOLA

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## PROFILE

Meka is an oil and gas sustainability expert and management consultant with over 23 years of cross-functional work experience in CSR, strategy, branding, banking, and energy. He is currently the Executive Chairman of Zenera Group, a strategy, PR, advertising, and investor relations conglomerate. He is a proud alumnus of the Federal Government College, Ogbomoso; the prestigious Ahmadu Bello University (human physiology), Zaria; Harvard Business School (Sustainable Business Strategy) and Colorado State University (Change Management).

A devout Christian, Meka is passionate about sustainability and devotes his time to organisations, platforms and causes that promote the concept in Africa. He is a Board Member of CSR-in-Action, a non-profit for the promotion and unification of corporate and collective social responsibility in Africa. He also serves as Chairman of Project Light International, a global initiative dedicated to helping the financially challenged market women; Mission Enablers Africa, an agency dedicated to advancing the kingdom of God on earth by funding missions; and Asido Foundation, a not-for-profit organisation committed to promoting optimal mental health in Africa.

## CAREER

Meka started his career in 1998 in PR and Advertising, had a three-year stint in banking, before moving to the oil and gas industry where he spent 10 years prior to founding Zenera Group in 2013. In 2014, he invested in a digital marketing start-up, BuzzDigital, and shortly afterwards, collaborated with CSR-in-Action to launch the multiple award-winning brand service, Ethica 360. Ethica 360 is a collaborative project that infuses Brand Management with best practice in the Corporate Code of Ethics, International Reporting Standards and Corporate Social Responsibility. It is a unique solution that help brands to effectively communicate often hard-to-appreciate impact investments and public social development programmes whilst embedding responsible practices.

## PUBLIC SPEAKING

As an ardent speaker, he has featured and anchored many conference events and workshops both locally and internationally. In 2011, Meka was part of the Nigerian energy delegation to the 21st World Energy Congress, in Montreal, Canada, and in 2013 he was invited to speak at the prestigious Horasis Global China Business meeting which held in Netherlands. Meka is a regular guest on leading television stations where he constantly bares his thoughts on national and global issues especially related to the oil and gas sector.

## LEADERSHIP

Meka continues to foster credible partnerships with leaders across the globe who share a common vision of creating a secure enabling environment for future generations. In 2016, he was a part-sponsor of a Drug Abuse Awareness Programme organised by the University of Lagos.

Meka then organised the 'Hope Beats Cancer' walk in 2018 with Lakeshore Cancer Centre and celebrities across the country to inspire hope amongst cancer patients and to create awareness for early detection.

In 2020, he partnered with the Leadership Project to host the West African Business Leaders' Summit where the Lead Speaker was Mitch Barns, Founder of Second Half Advisors and former CEO, Nielsen Holdings.

Meka is a Fellow of the Institute of Management Consultants of Nigeria, and a member of prominent professional bodies such as the Nigerian Institute of Management and the National Institute of Marketing amongst several others.

## APPOINTMENTS AND RECOGNITIONS

- Served as the Chairman, Organising Committee of the Sustainability in the Extractive Industries (SITEI) conference for the past nine years
- Appointed by the Honourable Minister of Finance and Coordinating Minister of the Economy to the Federal Republic of Nigeria as a member of the special subcommittee on Nigeria's hosting of the World Economic Forum on Africa in 2014
- Developed the brand strategy, communications framework and launched Nigeria's social intervention program which grew to become the world's largest government microfinance initiative
- Appointed member of the Visions Community which collaborates with the Federal Government of Nigeria to actualise its economic development goals through the Horasis-Nigeria Economic Development Council
- Appointed Bishop's Commissary and a member of the Diocesan Board and Synod of the Anglican Diocese of Okene, Kogi-State in 2020.

## AWARDS

Since 1997, when Meka won his first award for Outstanding Humanitarian Services for his HIV/AIDS reduction advocacy programme, he has been consistently recognised. Some of his laurels include the Innovative Leadership in PR and Image Management Award, in addition to leading Zenere Consulting to win the Inspiring Agency of the Year and the Outstanding Brand Management Company of the Year.