Gbemi Adekanmbi

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SUMMARY

Communications leader with 14+ years across Fintech, HR Tech, Developer tools, and ESG, known for repositioning high-growth organisations at inflection points, aligning what a business has become with how investors, customers, employees and the wider market understand it. Experienced in media relations, executive thought leadership, product communications and translating complex technical concepts into clear, compelling stories. Trusted adviser to CEOs and senior leaders, with a track record of building communications capabilities, securing earned media and managing reputation through periods of growth and change.

EXPERIENCE & EMPLOYMENT

Daysim *(AI-enabled career simulation platform to practise consequential workplace decisions)* **Ghana /Nigeria**

Cofounder, Corporate Strategy & Communications **Jan 2026 – Till Date**

- Leading corporate positioning and strategic communications for an AI-enabled career simulation platform, translating its technology and applications into clear narratives for users, partners and the wider market.
- Advising on responsible AI and data governance considerations, assessing how organisations and users interact with the platform and identifying potential trust, access and operational risks.
- Set Daysim's brand voice and core messages, which now guide everything from public content to in-product copy and user emails.
- Launched Before You're Ready, Daysim's publication, and the Day One interview series, building a regular audience among users and partners.
- Using AI and automation tools daily as the core of the marketing workflow, building repeatable systems for content production and distribution that extend the output of a small team.

Moniepoint Inc. *(African fintech and payments infrastructure company. Led corporate, executive, employer brand and internal communications through Series C and growth to 2,000+ employees.)* **Lagos, Nigeria**

Corporate Communications & Employer Branding Manager **September 2022 – December 2025**

- Repositioned Moniepoint's corporate narrative from POS provider to high-growth fintech infrastructure business, translating complex technology, products and capabilities into a coherent story for investors, talent and the market.
- Developed and executed executive visibility strategies for the CEO and senior leaders across technology, engineering, data and customer operations, securing media features, podcast appearances and international speaking opportunities, writing and overseeing press releases, media statements, executive bylines, op-eds, interview briefs and leadership messaging.
- Led crisis communications during the 2024 Central Bank of Nigeria freeze on new customer onboarding, addressing internal concerns and helping maintain confidence across a workforce of more than 2,000, while supporting responses to journalist enquiries, working with internal stakeholders to ensure external messaging reflected the company's agreed position.
- Advised the CEO and leadership team on communications, and owned how the CEO came across in media, on stage and internally, keeping it consistent with strategy and what investors were being told.
- Supported the communications strategy for the consumer banking launch, including the CEO's role in the "A card that works" campaign, which generated press coverage and drove sign-ups and card activations.
- Shaped the executive narrative supporting the recruitment of the Global COO, Global CFO and Investor Relations Lead during the company's Series C period.
- Secured media and thought leadership opportunities for senior executives and technical leaders, including features and appearances with 11:FS, TechCabal, Disrupt Africa, and speaking opportunities for engineers at Google Developer Conferences, Kafka Summits, Kubecon, etc.
- Set up a monthly storytelling programme that showcased engineering expertise, internal promotions and impact, inside and outside the company.
- Built the technical and infrastructure employer brand from the ground up, translating engineering culture and specialist capabilities into campaigns for technical and senior talent.
- Led a four-person communications team, while owning internal communications as the workforce grew from approximately 500 to more than 2,000 employees across 19 countries.
- Led communications for the Business Relationship Manager network across all 36 Nigerian states, keeping frontline teams across the country informed about, and focused on, the company's sales priorities.

Selected International Engagements *(Advised c.10 organisations, most of them international, working directly with founders, CEOs and senior leadership.)*

UK/US

Independent Strategic Communications & Brand Consultant **2019 – 2022**

- Advised founders and senior executives on brand positioning, corporate narratives, internal communications, stakeholder engagement and partnership communications.
- Worked with the global Head of DevOps and senior leadership at Pfizer DevOps to position internally developed engineering tools, strengthen internal communications and support adoption among engineering and non-engineering stakeholders.
- Led brand marketing and partnership communications for Instituto Now, shaping its brand positioning and impact narrative during its preparation for B Corp certification; communicated the value of existing partnerships to institutional and ESG stakeholders.
- Further engagements across technology and consumer brands, including AtmoTube, McClure Capital Lending, Kallistee London and WipeBot, Descasio, Casio.
- Undertook a contract engagement with Acumen Digital, and led client engagements, communications, and startup advising.

Kwirkly Creative Agency *(Managed client relationships & day-to-day delivery across corporate and institutional accounts.)* **Lagos, Nigeria**

Account & Project Management **2014 – 2019**

- Managed multiple client accounts and creative project workstreams, translating client objectives into briefs, coordinated delivery and communications.
- Worked across accounts including Interswitch, Lagos Business School, Diamond Bank, and Total Energies, handling client relationships and project execution.
- Contributed to editorial and brand storytelling projects, including the development of a founders' magazine for Printivo.

Jobberman *(Built communications and PR capability from the ground up)* **Lagos, Nigeria**

Communications & PR **2012 – 2014**

- Established the PR and media-relations function, increasing the company's visibility and strengthening its position as a credible voice in recruitment and HR.
- Secured media attention and developed relationships with outlets including TechCabal and BusinessDay; established a publishing partnership with The Guardian for job listings.
- Created the company's editorial channels, including a weekly newsletter and blog, and opened the platform to guest contributors.
- Improved customer-facing and internal messaging by working with customer service and website-content teams to strengthen consistency and clarity.
- Developed Jobberman Insider, which won Judges' Choice and Popular Vote for Best Business, Career or Job Blog at the 2012 Nigerian Blog Awards, and Judges' Choice in 2013.

EDUCATION

Imperial College Business School **United Kingdom**

Digital Transformation Leadership **2025**

Pan-Atlantic University **Lagos, Nigeria**

Postgraduate Diploma, Digital Media **2011 –2012**

University of Ibadan **Ibadan, Nigeria**

BA, English **2004 – 2008**