

## ADEIFE'S PROFESSIONAL BIO

Oluwadamilola Adeife Abiodun-Adeyemi, CBCM, MPMC, popularly known as Adeife is a work-from-home, multi-talented serial entrepreneur.

Although a graduate of the Department of Food Technology, University of Ibadan, Adeife decided to follow her dreams and passion to be an entrepreneur and job creator by using her skills and talents to solve real-life problems.

She is the author of The Career path for Event Managers, an award-winning event planner and a certified business coach. She is the Founder/CEO of Ife'ctiv Touch - an event planning and management company and also the Lead coach and mentor at Ife'ctiv Touch Academy where she trains passionate young individuals in professional event ushering and coordination from little or no experience through online courses and physical training.

In the past 12 years, Ife'ctiv Touch Academy has trained over 1000 individuals.

Her online course in Professional event ushering is the first of its kind in the Nigerian event industry. She has also helped other event ushering business owners in Nigeria to train their ushers and create their own online courses in Professional Event Ushering.

Adeife is a founding member of Professional Events Planners and Vendors Association (PEPVAN) and a member of the Event Industry Nigeria (EIN). She is a member of the Well-watered garden tribe nation and an Executive member of Association of Professional Ushers in Nigeria (APUN). She is also a co-founder of The Events Solutions hub - a platform where a team of event professionals plan and manage events with fixed budgets without compromising quality. She is also a member of The Ushers' Orbit. She is a member, Chartered Institute of Mentoring and Coaching Nigeria (CIMCN).

As a new-media enthusiast and tech savvy entrepreneur, she expresses and utilizes her digital skills as a virtual/hybrid event manager and offers digital solutions to her colleagues in the event industry. Her personal brand (@adeifezworld on Instagram) focuses on helping service-based entrepreneurs to package their services valuably for profit, impact and client satisfaction using her #packagewithsense blueprint.

In September 2019, Adeife was privileged to be on a panel at a conference to discuss New Media as a way of marketing a brand in Nigeria, has had the opportunity to lead a number of media teams for different event projects and has had many other speaking opportunities on business digital solutions via various platforms, online and offline.

Recently, as a way to express her passion for helping business owners access premium digital solutions and tech support, she founded a Tech Hub, called The PackageWithSense Connoisseur, where she hires creatives who have skills in website development, graphics designs, content creation etc.

Adeife was nominated in the Event planner of the year category by Ibadan Wedding Awards in 2016 and has been an award nominee at the Blingz Events Awards since 2019. She won the Event planner of the year award in 2019 by Blingz Awards. She was also a nominee for the Entrepreneur category for the Ladies of Honour awards 2019. In December 2019, her ushering agency won the BEST USHERING AGENCY OF THE YEAR award by PEPVAN. In February 2020, she was nominated by Association of Event Vendors (ASSEV) Nigeria as Event Mentor of the Year. In 2020, she was nominated as Iconic event planner of the year by Icon fashion awards. She was nominated as Most influential personality by BusyBee Events Awards in 2021 and nominated as Member of the year in 2022. In January 2023, she was selected, alongside other Nigerian event planners, to attend an all-expense paid trip by the Dubai Government to attend the Dubai Global Excellence Retreat.

Adeife is a community builder. She has several communities online where she shares relevant and valuable solutions in event business and digital solutions. A few of her online communities include: The Event Managers Community, The #packagewithsense Community, The Digitalpreneurs hub, Home-made millionaire group (for stay-at-home wives/moms), to mention a few.

Also, as a result of her passion for supporting women especially in the area of being financially dependent, Adeife founded AjowithAdeife Nig. Ltd - an online financial solutions company that focuses on group savings (ajo), personal savings and investment advisory. She has had various opportunities to speak and educate women and youths on financial management in different fora and on a number of online groups.

She has been featured on Tribune, Galaxy TV, Splash FM, She Leads Africa (SLA), Business Day, IATV, Vanguard, to mention a few.

When Adeife is not working, she spends time with her family, sleeps and watches movies.

She loves organizing/managing events, teaching, designing graphics, solving problems related to business startups, and is very passionate about financial independence for women, youth and women empowerment.

Adeife is a Christian. She is married and blessed with glorious children.