

Olafemiwa OKANLA

Senior Consultant | Organizational Transformation & Strategic Communication

Master's Degree (M2) in Organizational Communication - University Sorbonne Paris Nord, France

French (Native) | English (Full Professional Proficiency)

Benin Based | France & Europe Mobility | Available for remote and international consulting assignments

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PROFESSIONAL SUMMARY

I help public institutions, private organizations and development organizations turn strategy into aligned vision, stakeholder engagement and measurable impact.

Drawing on more than 15 years of experience across West Africa, I support transformation, institutional modernization and growth through strategic communication, narrative building, change management and strategic partnerships.

I combine strategic insight with a results-driven approach to mobilize diverse stakeholders, strengthen alliances and deliver sustainable outcomes.

CORE EXPERTISE

Strategic Communication • Advocacy • Communication Audits • Organizational Transformation • Change Management • Brand Development • Project & Team Leadership • Budget Management • Strategic Partnerships • Professional Training

PROFESSIONAL EXPERIENCE

Independent Senior Consultant in Strategic Communication & Organizational Transformation

09/2019 – Present | Remote

Providing strategic communication and brand development consulting services, conducting organizational diagnostics, managing transformation projects, designing events and coordinating professional training programs in digital communication. Consulting engagements with international companies and public institutions such as **Meta**, **the Agency for Information Systems and Digital (ASIN)** and **the Benin Society of Digital Infrastructures (SBIN)**, among others.

e-WALO Benin | Strategic Advisor

10/2025 – Present | Remote

Supporting the deployment of e-WALO Group Corp's Benin subsidiary. Advising on stakeholder engagement, partnerships, supplier selection, institutional relations and business development. Coordinating engagement between international teams and local stakeholders to support the implementation and growth of the project.

e-WALO Group Corp. (USA) | Market Assessment & Project Management Consultant

04/2025 – 09/2025 | Remote

Conducted a market assessment and supported the market entry of e-WALO Group Corp., a U.S.-based energy transition company, in Benin. Coordinated engagements with 15+ public and private stakeholders across the energy, sustainable development, investment and transport sectors, including government agencies, investors and industry representatives. Provided strategic recommendations to support the launch, positioning and development of the project.

Port Authority of Cotonou (PAC) | Head of Communication

09/2021 – 04/2024 | Cotonou, Benin | On-site

Drove the implementation of the Port of Cotonou's 2021–2026 Master Plan and 12 major modernization projects through strategic communication initiatives. Established the institution's first communication

function, a three-year strategic roadmap, a new brand identity, a new website, and stakeholder engagement platforms, securing leadership buy-in and cross-functional alignment across 700+ employees, 300+ port community stakeholders and 50,000+ professionals. Managed an annual communications budget exceeding FCFA 300 million and repositioned communications as a strategic management function through the reorganization of a five-member communications project team.

Agence pour le Développement du Numérique - ADN (Presidency of Benin Republic) | Head of Marketing and Communication Department for Digital Economy

02/2017 – 03/2019 | Cotonou, Benin | On-site

Structured and led communication and marketing initiatives supporting Benin's digital transformation agenda. Contributed to positioning the country as a regional hub for digital services and cybersecurity by mobilizing 300+ ecosystem stakeholders and a community of 100,000+ people through flagship government initiatives including three editions of the Digital Week (SENUM), the national HackerLab and 20+ communication campaigns and events.

ISOCEL SA | Project Manager

01/2014 – 01/2017 | Cotonou, Benin | On-site

Managed cross-functional projects supporting operational performance and digital infrastructure development. Coordinated executive, commercial and technical teams in the deployment of ICT initiatives, including projects linked to World Bank-funded USD 20M+ WARCIP-IB regional program, which expanded international bandwidth access through the Africa Coast to Europe (ACE) submarine cable and strengthened Benin's position as a regional digital hub.

LEADERSHIP & VOLUNTEER ENGAGEMENT

“LES PROS DE LA COMM DU BÉNIN” Association | Founder & President

2024 – Present | Cotonou, Benin | Volunteer Leadership Role

Developing mentoring, training and initiatives that contribute to the professionalization of the communications sector and the advancement of the communications profession in Benin and Francophone Africa, while bringing together a community of 3,000+ professionals and 100+ volunteers.

EDUCATION & CERTIFICATIONS

University Sorbonne Paris Nord (France) , **Master's Degree (Master 2) in Organizational Communication – Corporate, Public Institution and Association (CEIPA)** - 2026

University of Littoral Côte d'Opale (Dunkerque, France), **Master's Degree (4-year) in Law, Economics and Management - International Business and Economic Engineering, specialization in International Business** - 2011

University Jean Moulin Lyon III – IAE Lyon (France), **Bachelor's Degree in Law, Economics and Management** – 2009

The Lean Six Sigma Company, **Lean Practitioner** (ISO 18404 compliant) - 2023

DIGITAL TOOLS

Advanced User of **Office 365 and Google Workspace** | Collaborative Workspaces & Project Management Platforms | Generative AI Applications for Research, Analysis and Productivity (Claude.ai, ChatGPT, etc.)

Professional references available upon request.