



My name is Solomon Ikhioda.

A keen trend and culture watcher; I specialize in mining codes from proceeding culture to help brands win relevance and resonance in the marketplace.

For over two decades, I have developed strategy and marketing communication for leading global brands in the Nigeria and the larger EMEA (Europe, Middle East and Africa) markets.

I am committed to seeing Africa exploit its peculiar ethnography for socio economic development, free from illiteracy, superstition and under development by pushing the agenda of the "design premium"- a notion that good design enhances the value of a service or product.

Out of the thesis from the pidgin English proverb that "beta market dey sell itself", I frame unconventional design thinking and consulting that produces unconventional solutions

that are neutral of set formats; resulting in exceptional business performance, profit and sustainability.

I am currently Chief Communication Strategist of Insight Redefini, a conglomerate with interests in Marketing Communication, Media Strategy, Planning and Buying and Digital Marketing.