

# VISIBILITY 50 AFRICA



50 African Personalities and  
Brands Who Have Mastered  
The Art of Visibility





# A NOTE FROM THE INITIATOR

The Power of Presence: Redefining Africa's Narrative Through Visibility

Welcome to the inaugural edition of **The Visibility 50 Africa**.

In an era where information is abundant but attention is scarce, the ability to be seen, heard, and remembered is no longer a luxury—it is a strategic necessity. For the African continent to truly take its place on the global stage, we must do more than just create value; we must master the art of documenting and showcasing that value to the world.

As the founder of **Visibility Solutions Media (VSM)**, I have spent years observing how narratives are built. I have seen how strategic media presence, deliberate personal branding, and consistent digital engagement can transform a professional journey into a continental movement. This observation led to the birth of **The Visibility 50 Africa**.

This project is the first curated documentation initiative of its kind, specifically designed to shed light on 50 African personalities and brands who have demonstrated a mastery of visibility across key sectors including entertainment, business, politics, faith, thought leadership, sports, and diaspora influence.

This is not an award, a competition, or a traditional ranking. It is a celebration of individuals whose strategic use of public positioning has resulted in strong influence, credibility, and measurable impact. Our selection process was anchored in the **VISIBLE Guiding Principles**:

- **V – Value Creation:** Showcasing meaningful professional and societal contributions.
- **I – Influence:** Examining the ability to shape conversations and opinions.
- **S – Social Impact:** Highlighting work that benefits communities and industries.
- **I – Innovation:** Exploring originality and forward-thinking approaches.
- **B – Branding Excellence:** Understanding effective personal and corporate branding.
- **L – Leadership:** Identifying leadership through action, insight, and example.
- **E – Engagement:** Assessing visibility that drives connection and dialogue.

By documenting these journeys, we aim to provide a practical reference point for media, brands, and collaborators seeking high-visibility professionals, while inspiring younger Africans to understand and apply effective visibility strategies.

Would like to extend my deepest gratitude to our partners—**Mascot IT, Jide Productions, The Entertainment Reporter, and Clare Cares**—for their belief in this vision.

As you go through these profiles, I invite you to look beyond the names and focus on the strategies. These are the leaders and brands shaping Africa's public and professional narratives today. They are the evidence that Africa is not just a consumer of global trends, but a primary creator of them.

Here is to being seen, being heard, and making an impact.

**Kehinde Ajose** Founder, Visibility Solutions Media Ltd. Initiator, The Visibility 50 Africa

**A j o s e**  
**Found**





# Business & Economic Leadership







**F**emi Otedola is a Nigerian business leader, investor, and philanthropist whose influence spans energy, power generation, finance, and national economic development. In 2025, he expanded his impact beyond boardrooms with the release of his bestselling book, *Making It Big: Lessons from a Life in Business*, which quickly became a top ranking business title and sparked nationwide conversations on entrepreneurship, resilience, and leadership. Through decades of strategic investments and institution building and now through documented thought leadership Otedola has shaped how wealth, discipline, and long term value creation are understood in Nigeria. His work continues to inspire a new generation of African entrepreneurs while contributing to the continent's economic and intellectual legacy.





**T**ony Elumelu is one of Africa's most influential business leaders and philanthropists, whose visibility is deeply tied to economic transformation. In 2025, through the Tony Elumelu Foundation, he empowered 3,000 African entrepreneurs with seed capital, training, and mentorship, expanding a decade long commitment to job creation and inclusive growth across the continent. He continued to champion Africapitalism on global stages, advocating private sector leadership in Africa's development, while supporting initiatives in food security, women entrepreneurship, and youth innovation. Elumelu's sustained use of visibility demonstrates how leadership, capital, and advocacy can translate into measurable, continent wide impact.





**C**himamanda Ngozi Adichie is a globally acclaimed Nigerian author, public intellectual, and cultural influencer. In 2025, she released her highly anticipated novel *Dream Count*, her first full length work in over a decade, which was longlisted for the Women's Prize for Fiction and featured on the BBC's 12 Best Books of 2025 So Far. She also headlined the Things Fall Apart Festival 2025, reinforcing her leadership in African literature. Through writing, festivals, and social media, Adichie amplifies African narratives, gender discourse, and cultural identity, demonstrating how visibility can shape both continental and global conversations.



# Naija Brand



**Naija Brand Chick (Nelly Agbogu)** Naija Brand Chick (NBC), led by founder Nelly Agbogu, is a leading African entrepreneurial visibility platform driving SME growth, market access, and economic empowerment. In 2025, the NBC Trade Fair generated more than ₦500 million in sales and drew over 50,000 buyers across multiple cities, providing crucial exposure for small businesses. Strategic partnerships, including a brand ambassadorship with Flex Finance, expanded NBC's influence into financial empowerment. Government collaboration on the Lagos mainland trade fair underscores its cultural and economic significance. With a vibrant digital community and a mission to elevate African brands, Naija Brand Chick exemplifies how visibility can fuel scalable impact across Africa.



**D**r. **Foluso Amusa** is a Nigerian governance, risk, compliance, and financial crime prevention expert whose leadership in 2025 amplified Africa's voice in ethical and sustainable regulation. As founder of The Morgans Consortium and the GRC & Financial Crime Prevention Summit and Awards, he convened global leaders to advance frameworks integrating AI, ESG, and digital compliance. Through platforms like the Women in GRC & Financial Crime Prevention Forum, he also champions gender inclusion in professional governance spaces. Dr. Amusa's thought leadership, cross sector influence, and institution building reinforce transparency, resilience, and regulatory excellence making him a key visibility figure in Africa's economic and compliance landscape.





**C**hioma Ifeanyi-Eze is a Nigerian chartered accountant, entrepreneur, and financial literacy advocate whose work empowers small businesses and aspiring professionals across Africa. In 2025, she was nominated for Influencer of the Year (Business & Impact) at the MOI Awards, recognising her leadership in simplifying accounting and financial education for SMEs. As founder of AccountingHub and the Data Entry Academy, she has trained thousands in high demand workplace and digital skills, equipping them for the modern economy. Her initiatives attract support from organisations like the Tony Elumelu Foundation and Mastercard Foundation, and she continues to elevate financial empowerment, entrepreneurship, and practical skills training across the continent.



**T**olulope Joshua Oginni solidified his visibility in 2025 through a combination of entrepreneurial leadership and community impact. He spearheaded the renovation of the Ajogbo Grammar School hall in Ota, Ogun State, providing students with a modern facility and demonstrating his commitment to education and youth development. As founder and CEO of Transfurd Limited and Transtech Consulting LLC, Oginni continued to strengthen his influence in agriculture and business management, while supporting ongoing tech scholarship initiatives that empower aspiring professionals. His efforts in both business and social development underscore a tangible and lasting impact, marking him as a prominent and influential figure across Nigeria and West Africa.

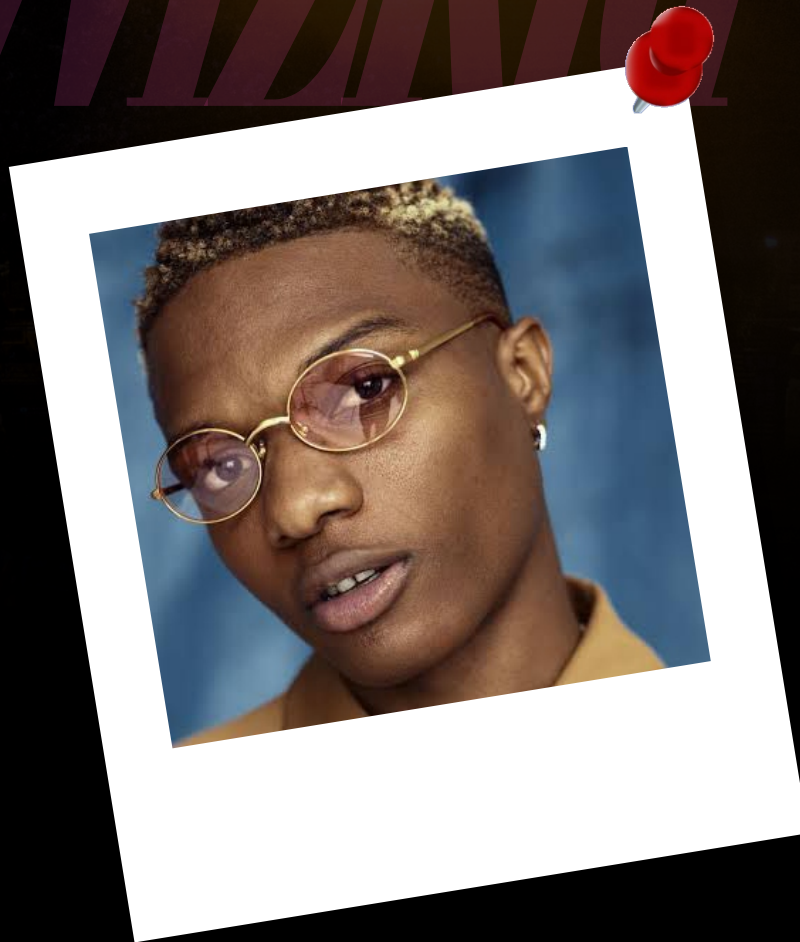


# MUSIC & GLOBAL AFROBEATS





# Wizkid



**W**izkid dominated 2025 through visible cultural impact and innovation. His album *Morayo* was Nigeria's most streamed and ranked among Sub Saharan Africa's top projects on Apple Music. Collaborations with continental stars demonstrate his influence in shaping Afrobeats trends, while his strategic fan engagement highlights innovative branding and audience connection. Wizkid continues to set benchmarks for cross generational African music, bridging local and global audiences and cementing his role as a cultural ambassador.





**T**ems is a globally recognized Nigerian singer, songwriter, and cultural trailblazer. In 2025, she became the first African female artist to surpass 1 billion Spotify streams, a milestone demonstrating sustained global influence. She also earned a Grammy Award, reinforcing her international acclaim, while nominations at the BET Awards and Headies showcased continental recognition. Tems' unique sound, powerful songwriting, and leadership in Afrobeats and R&B influence trends and amplify African narratives worldwide. Her visibility exemplifies the power of creative innovation, cultural authenticity, and digital engagement, inspiring emerging artists and reinforcing Africa's position in the global music landscape.

# Ayra Starr



**A**yra Starr is a Nigerian singer, songwriter, and Afropop innovator whose 2025 achievements cemented her as a leading African music force. She became the first African woman in 16 years to win Best African Music Act at the MOBO Awards and also won Best International Act at the BET Awards. Spotify crowned her the top female Afrobeats artist of 2025, reflecting global streaming dominance. Her genre blending music, red carpet presence, and digital engagement amplify African culture worldwide. Through artistry, innovation, and audience connection, Ayra Starr exemplifies how visibility can create cultural impact, inspire youth, and expand Africa's global musical footprint.

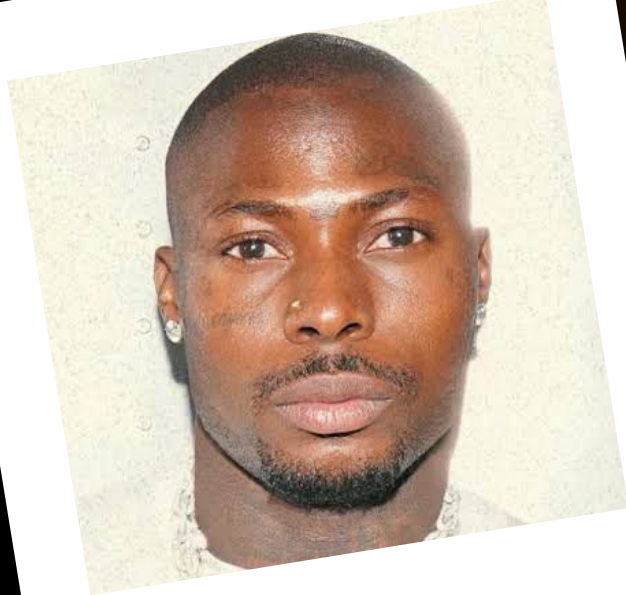


# David



**D**avid Adeleke, aka **Davido**, made a visible impact in 2025 with *5ive*, which garnered over 320 million Spotify streams and positioned him at the forefront of Afrobeats. Hit tracks like *With You* (feat. Omah Lay) dominated playlists and social media, reflecting his cultural influence across Africa and the diaspora. His global tours and electrifying live shows demonstrate innovation in performance and audience engagement, while his enduring relevance affirms his role as a trendsetter shaping the sound and reach of contemporary African music.

# Asake



**A**sake Asake's 2025 achievements reflect innovation and cultural impact. By blending Afrobeats, amapiano, and street sounds, he consistently charted in Spotify's Top 10, reshaping Nigerian digital music consumption. His historic Red Bull Symphonic performance in New York with a 33 man orchestra marked a continental milestone, showcasing visible impact in introducing African sounds to global stages. Festival appearances across Africa further amplified his influence, inspiring a new generation of artists and solidifying his role as a leading Afrobeats innovator.



# Burna Boy



**B**urna Boy Burna Boy reinforced his visible impact and cultural leadership in 2025. No Sign of Weakness surpassed 250 million Spotify streams, solidifying his global presence. As Africa's most exported artist, he demonstrates innovation in international engagement while his festival appearances and cross continental collaborations showcase the cultural influence of Afrobeats. Burna Boy's ability to connect African music with global audiences underscores his enduring significance in shaping the continent's musical identity.

# Gaise Baba



**G**aise Baba Gospel artist Gaise Baba (Akinade Ibuoye) achieved visible impact in 2025 by bringing faith based music to mainstream digital culture. His viral hit No Turning Back II, Nigeria's most viewed YouTube music video, demonstrates innovation in blending gospel with popular sounds. The song's widespread reach highlights his cultural influence, proving that spiritual music can compete with secular Afrobeats and inspiring audiences across Africa and the diaspora.



# Ugoccie



**Ugoccie** (Favour Ugochi Anosike) is a Nigerian singer, songwriter, and cultural storyteller celebrated for blending Afrobeats with Igbo heritage. In 2025, she released the single *Achalugo*, which generated widespread social buzz through an innovative red carpet rollout, sparking conversations around cultural pride and identity. That same year, she was recognized as Artist of the Year (Female) at the Gleams Awards, cementing her influence in the Nigerian music industry. Through her music and public advocacy, Ugoccie elevates underrepresented regional narratives, inspires young creatives, and demonstrates how artistry, cultural authenticity, and engagement can drive societal and cultural impact across Africa.

# Segun Johnson



**S**egun Johnson is a Nigerian musician, hype performer, and live entertainment icon whose visibility in 2025 reinforced his status as one of West Africa's most engaging entertainers. Known for energetic performances and hits like "Sho Fine Gan", he sustained a strong social media presence and mainstream recognition. In 2025, he received a Certificate of Recognition from the Mayor of Brampton, Canada, following a sold out Toronto show, and won the Best Live Band of the Year at the APPOEMN Event Industry Awards. His performances and media presence highlight how visibility can shape both entertainment culture and cross border influence.



# Neo Phlames



**A**deniyi Adewoyin, aka Neo Phlames, shaped 2025 with his bold vision for timeless music. Building on his 2024 EP *I Just Did It*, he released the hit single *Chop Life*, promoted through creative, street side content that lit up social media. He also collaborated with popular content creator Kasala, expanding his digital reach. His performance at an event honoring Abimbola Fashola, former First Lady of Lagos State, earned rave reviews, cementing his rising influence in Nigeria's music scene.

# Bien-Aimé



**B**ien-Aimé Baraza is a cultural force whose visibility continues to shape Africa's creative economy. In 2025, his solo career sustained strong digital traction, awards recognition, and continental relevance following his success with Sauti Sol. Beyond music, Bien's public presence advanced conversations around African creativity, ownership, and global competitiveness. His influence extends across streaming platforms, live performances, and media narratives, reinforcing Kenya's position as a cultural export hub. Bien exemplifies how strategic visibility, when paired with consistency and authenticity, can translate creative influence into long term cultural and economic value.



The background of the slide is dark with a subtle gradient. In the top left corner, there is a faint, stylized image of a movie camera lens. At the bottom, a film strip is depicted, curving across the frame with several frames visible, some showing blue and white light patterns.

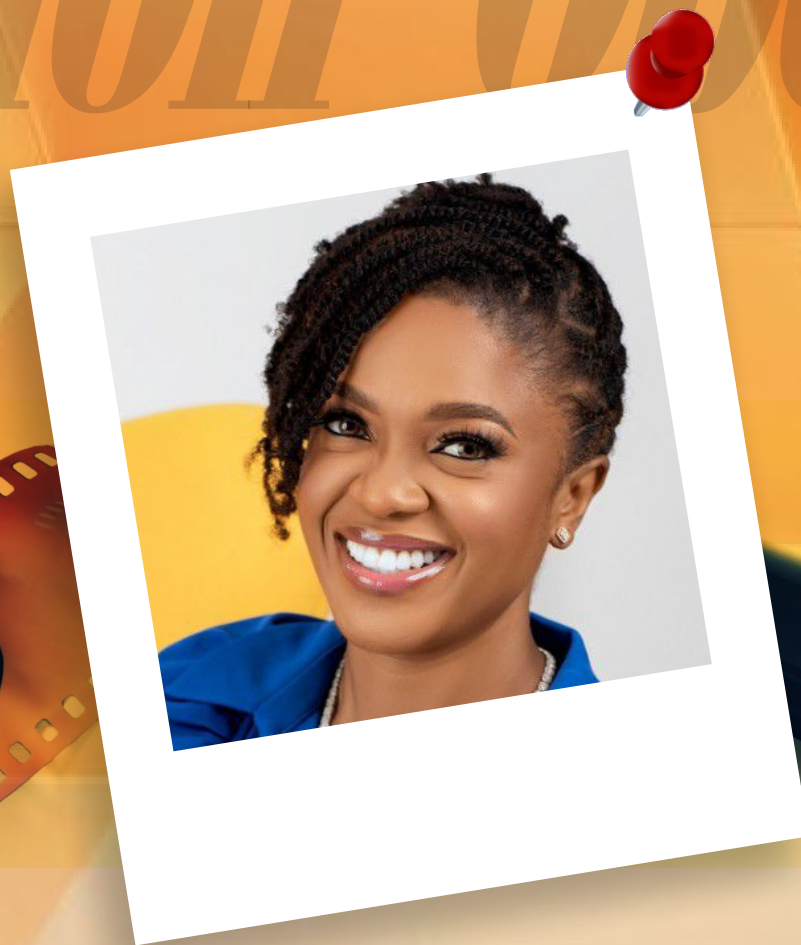
# Film, Media & Storytelling

# Funke Akindele



**F**unke Akindele is a Nigerian actress, producer, and filmmaker whose visibility in 2025 reinforced her status as a box office powerhouse in African cinema. Her December release *Behind The Scenes* opened to over ₦200 million at the Nigerian box office, marking the biggest opening weekend of 2025 and breaking five opening weekend records, including the highest admissions recorded this year. The film's success underscores her strategic audience engagement and commercial appeal. *Behind The Scenes* explores the emotional pressures behind success and has drawn strong national and international attendance. Akindele's continued box office dominance strengthens Nollywood's global profile and showcases the scalability of African storytelling in commercial cinema.





**O**moni Oboli leveraged innovation and cultural impact in 2025 through Omoni Oboli TV, Nigeria's top Nollywood YouTube channel. Producing 30+ films, including viral hits like Love in Every Word, she created visible impact by redefining digital Nollywood storytelling. Her interactive content strategy drives engagement, shapes cultural conversations, and elevates African film standards, showcasing her role as a creative leader influencing audiences across Africa and the diaspora.

# Don Jazzy



**D**on Jazzy is one of Africa's most influential cultural architects, whose visibility continues to shape the sound, structure, and business of African music. In 2025, he reinforced his legacy through talent development, industry leadership, and public thought leadership, expanding Mavin Records' impact while nurturing the next generation of Afrobeats stars. Recognised for his trailblazing contributions, Don Jazzy's influence extends beyond production into mentorship, cultural storytelling, and brand credibility. His ability to remain relevant across eras while shaping conversations around creativity, leadership, and opportunity positions him as a defining figure in Africa's entertainment ecosystem and a deserving presence on the Visibility 50 Africa list.





**C**hude Jideonwo is a Nigerian media entrepreneur, storyteller, and thought leader whose career spans 25 years in media across television, radio, print, advertising, and digital platforms. In 2025, he celebrated this milestone with his memoir *How Depression Saved My Life*, sparking critical conversations on mental health, resilience, and purpose. He continues to lead WithChude and WithChude Live, platforms transforming personal narratives into community engagement and thought leadership. Through storytelling, mentorship, and media innovation, Chude shapes African cultural discourse and empowers creators, journalists, and audiences across the continent, solidifying his role as a defining figure in African media.



**B**imbo Ademoye is a Nigerian actress and digital creator whose 2025 achievements solidified her cultural influence across Africa. She starred in the romantic drama *To Be a Friend*, alongside other major releases like *Suky* and *Reel Love*, reaching audiences across cinema and streaming platforms. Nominated for Best Lead Actress at the AMVCA and Force of YouTube at the Trendupp Awards, Bimbo combines traditional film excellence with strong digital engagement. Her versatility, authentic storytelling, and connection with millions of followers demonstrate how visibility can translate into cultural impact, positioning her as one of Africa's most influential entertainment figures in 2025.



# Pedro Omobolaji



**P**edro Omobolaji, widely known as the Duke of Oratory, solidified his status as a leading media voice in 2025. As an award winning on air personality with Jay FM, Jos, Plateau State, a voice over artist, and entertainment consultant, he commands a significant platform across radio and digital media. This year, he spoke at TEDx Angwan Rukuba on Empowering Change Through Activism, demonstrating thought leadership that extends beyond entertainment into social impact. Through his engaging broadcasts, public speaking, and consultancy work, Pedro shapes cultural and civic conversations in Africa, reinforcing his influence, visibility, and relevance across the continent's media and entertainment landscape.



**O**lajide Ajose established a strong presence in 2025 as a leading cinematographer, storyteller, and creative director at Jide Ajose Productions. He crafts compelling visual narratives for experts and entrepreneurs across sectors such as tech, agriculture, entertainment, and oil & gas, elevating the profile of African innovation. As Head of Video Productions at Visibility Solutions Media Ltd, he shapes high impact media campaigns that engage audiences across digital and broadcast platforms. Through his cinematic storytelling and strategic production leadership, Olajide not only enhances brand visibility for clients but also contributes to the broader narrative of African creativity, professionalism, and cultural influence in 2025.



# Jessica Opare



**J**essica Opare-Saforo, popularly known as Jessica OS, is one of Ghana's most influential digital media voices, leveraging visibility to drive conversations around relationships, self development, and personal agency. In 2025, her YouTube platform surpassed one million subscribers, positioning her among Ghana's most watched independent creators. Her content consistently generated national conversations, with excerpts widely syndicated by digital news platforms and social media publishers. After exiting a 17 year broadcast career, her successful transition into digital entrepreneurship became a case study in career reinvention and personal branding. Jessica OS exemplifies how creator led visibility can translate into sustained influence and economic independence.

# Tofarati Ige



**T**ofarati Ige (Grand Tycoon) is a multi talented creative, award winning journalist by day and poet by night. Known for his sharp storytelling and lyrical flair, he has made waves in 2025 with standout performances at Gbenga Adeyinka's Laffnattazz Lagos Edition and Asiri's comedy show, among others. Beyond the stage, Tofarati drives culture and lifestyle as the Lifestyle Editor, while also making his mark in literature as the author of Town Crier and Oriki a collection of evocative praise poetry. His work continues to shape conversations across journalism, performance, and literary spaces in Africa.





**O**motola Slasha is a leading talent and brand communications strategist, known for shaping narratives and building influence across Africa's creative and entertainment industries. In 2025, he strengthened his impact working behind the scenes with top brands and personalities, including Seyi Awolowo, Emma OMG, Oloflix, Ebisan Arayi, and more. Beyond strategy, Omotola is a podcast host and pop culture commentator, engaging audiences with insights on trends, entertainment, and media. His work continues to bridge the gap between creativity and visibility, making him a key voice in Africa's cultural landscape.

# Laju Iren



**L**aju Iren, known as The Lord's Storyteller, is a visionary filmmaker and storyteller whose 2025 releases including Japa Ever After, Silver Ever After, and Last to Marry have captivated audiences, with Last to Marry achieving exactly 1 million views on YouTube. She is celebrated for pioneering virtual cinema experiences, bringing faith driven narratives to global viewers. Beyond filmmaking, Laju serves as resident campus pastor at Celebration Church International, Lagos Island, supporting her husband, Apostle Emmanuel Iren. Her work blends creativity, faith, and culture, making a significant impact in film, literature, and ministry.



A professional video studio set. The background is a textured brick wall. In the center, there is a green tufted sofa with a laptop on a small table in front of it. A black office chair is positioned in front of the sofa. Several large studio lights on stands are positioned around the set, illuminating the scene. The floor is covered with a light blue carpet. The overall atmosphere is professional and creative.

# Digital Influence & Content Creation



# Peller



**P**eller TikTok influencer Peller (Habeeb Hamzat) made a visible impact in 2025 through viral content reaching 13 million followers. His storytelling and personal narratives shaped conversations across African youth culture, demonstrating innovation in content creation. Despite controversy, his engagement reflects the power of digital platforms to influence trends and cultural dialogue, highlighting the emerging significance of social media personalities in Africa.



**G**ehgeh Social commentator Gehgeh (Emmanuel Obruste) leveraged innovation and cultural impact in 2025 to engage millions of Africans online. His provocative content and viral livestreams created visible impact, sparking debates on relationships, finance, and national events. Gehgeh's digital education platform, GehGeh University, exemplifies innovation in audience engagement and influence, establishing him as a trendsetter in African online discourse.

# Carter Efe



**Carter Efe** Carter Efe's 2025 rise on Twitch reflects visible impact and innovation. Surpassing 400,000 followers and 80,000 concurrent viewers during a livestream with Davido, he showcased the cultural influence of African content creators on global platforms. His interactive approach redefined digital entertainment engagement, demonstrating how African creators can achieve both continental relevance and international visibility.





**K**iekie Bukunmi Adeaga-Ilori, popularly known as Kiekie, made a visible impact in 2025 as one of Africa's leading digital creators and entertainers. She starred in and co-executive produced the Nollywood hit *Gingerrr*, which premiered in September 2025 and became one of Nigeria's highest grossing films of the year. Kiekie also continued her YouTube series *The Kiekie Unscripted Experience*, showcasing emerging Nigerian talent, and hosted the 5th Trendupp Awards. Recognized as one of YouTube Africa's top female creators, she demonstrated innovation in content creation, digital storytelling, and audience engagement, solidifying her cultural relevance across Africa.



**V**ictoire Mahounou In 2025, Victoire Mahounou strengthened her visibility as a lifestyle creator and personal branding voice whose work extended beyond digital content into meaningful cultural conversation. She authored and released the ebook *BBL Unfiltered*, a candid account of her cosmetic surgery journey that explored beauty standards, transparency, and personal choice. The book sparked widespread online discourse, broadening her audience and positioning her as a bold and authentic voice within Africa's creator ecosystem. Alongside the ebook, Victoire continued to build her influence through creator focused digital products and industry engagements, reinforcing her relevance in conversations around self image, storytelling, and the evolving African creator economy.



**B**enzik Ike Ndubuisi hosts Selahmeditate on YouTube, a platform blending mindset, entrepreneurship, and personal growth for African audiences. He has interviewed high profile figures like Cosmas Maduka (business magnate), Kcee (music artist), and Dr. Olumide Emmanuel (wealth mentor), delivering insights that inspire transformation and actionable growth. Through these conversations, Benzik amplifies African voices across business, entertainment, and financial empowerment, making complex ideas accessible and relevant. His work demonstrates cross industry influence, thought leadership, and content impact, establishing him as a leading figure in Africa's media and visibility space.





# Faith & Spiritual Leadership



**A**postle Flourish Peters (P. Flo) is a fourth generation pastor and visionary leader with over 22 years of active ministry. He holds a Bachelor's degree in Philosophy and Theology and a Master's degree in Theology, blending academic depth with practical leadership. He hosts the LOGIC Foundation Class, Discipleship Class, and Ministers Training, equipping believers and ministers for effective service. He is the convener of the annual Jesus Plus Nothing (LOGIC) Conference, which has hosted globally respected ministers, including Dr. Creflo Dollar. In a historic reciprocal engagement, Apostle Flourish Peters also ministered this year at Dr. Creflo Dollar's conference, reflecting growing global recognition of his message. In 2025, he and his team launched The Much More Tribe, a premium Jesus inspired lifestyle merchandise brand. He is the author of *The Revelation Generation* and *Pray As You Go*.



**A**postle **Joshua Selman** is one of Africa's most visible and influential Christian voices, best known as the convener of Koinonia Global, a movement shaping faith, leadership, and purpose driven living. Through large scale gatherings and expansive digital reach, his teachings engage millions across Africa and the diaspora. In 2025, his influence was further amplified by landmark conferences that drew global audiences and featured revered leaders, including Pastor E.A. Adeboye. Beyond the pulpit, Joshua Selman's impact is evident in youth transformation, leadership development, and value based conversations, positioning him as a defining spiritual authority of his generation and a strong contender for the Visibility 50 Africa list.





**A**postle **Emmanuel Iren** is a visionary spiritual leader and youth advocate. In 2025, he guided Celebration Church International, with campuses across Nigeria, Canada, the UK, and the United States, through the transformative 100 Days of Discipleship program. He released inspiring music, including “Sing Over Me” (with 121 Selah), “Anointed” (featuring Godswill Oyor), and “I Love the Lord”, with the Anointed campaign going viral on social media. Committed to education and social impact, he launched a free school in Ibadan. As PFN Youth President, he mobilizes Christian youth nationwide, fostering leadership, faith, and purpose.



**N**athaniel Bassey Nathaniel Bassey's 2025 success illustrates visible impact and cultural innovation. With over 52 million YouTube streams, his worship songs reached beyond traditional audiences, blending spirituality with mainstream appeal. His engagement with fans through live and digital platforms demonstrates innovative leadership in gospel music, while his influence shapes contemporary worship trends and highlights the growing cultural relevance of African gospel music.





# Tech. Innovation & Cybersecurity



# Gbolade Omowole

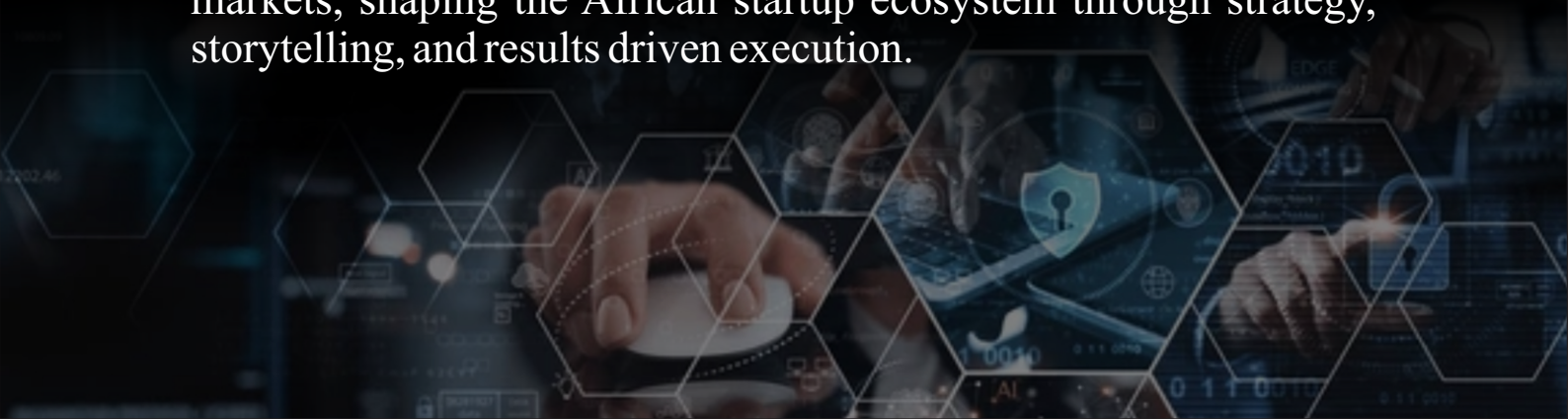


**A**gbolade Omowole solidified his visibility in 2025 as a leading entrepreneur, technology researcher, and advocate for AI ethics. As founder and CEO of Mascot IT Nigeria Limited, and founder of Longevity Nigeria and the Nigeria ICT Fest, he drives innovation in artificial intelligence and biotechnology across Africa. Recognized globally for his contributions to AI ethics, Omowole has served as vice chairman of the Christian Transhumanist Association and as a peer reviewer for the American Scientific Affiliation. In 2025, he expanded his social impact by training 100,000 girls in West Africa in AI, strengthening the next generation of African tech leaders and innovators.

# Bod Olaibi



**B**od Olaibi is a brand and project management consultant helping startups across Nigeria and the African diaspora turn vision into measurable growth. Specializing in digital marketing strategy, brand positioning, and campaign execution, he combines creativity with operational precision to build commercially viable and culturally relevant brands. With degrees in Digital Marketing and Business Administration, Bod is a trusted partner for founders seeking sustainable growth in competitive markets, shaping the African startup ecosystem through strategy, storytelling, and results driven execution.



# Chukwuebu



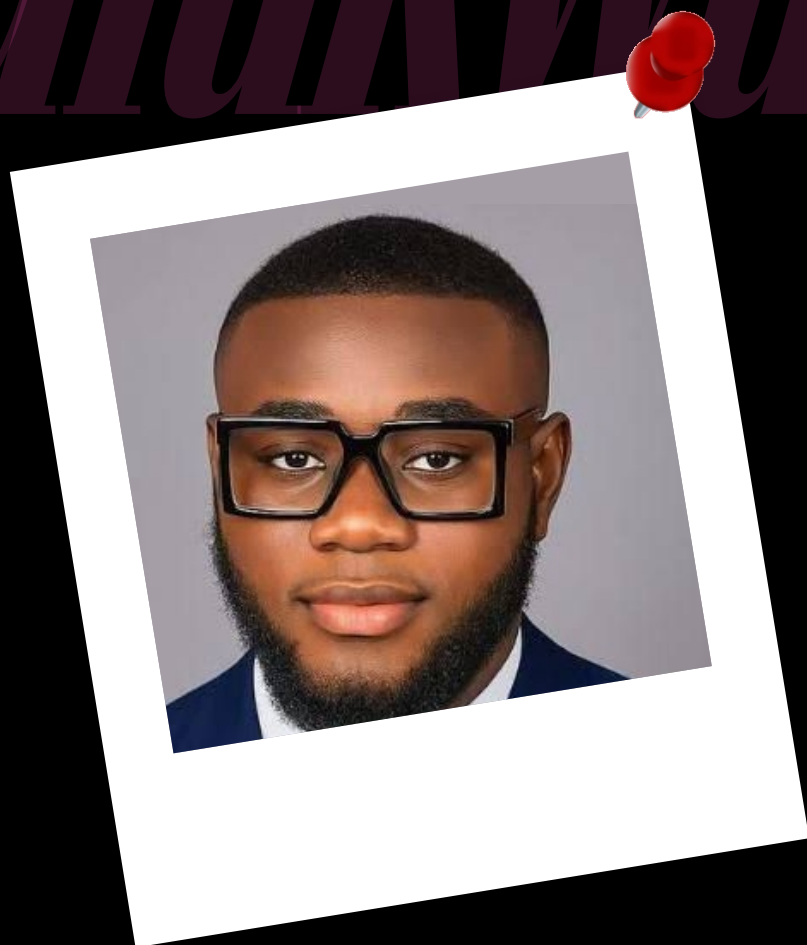
**C**hukwuebuka John Collins Onyechi is an award recognized cybersecurity leader, strategist, and founder of CyberWE, a platform advancing cybersecurity awareness and inclusive access to security knowledge. He created the Cybersecurity Leadership Framework, a people centered model integrating governance, risk, secure architecture, operational resilience, and leadership accountability. John Collins is widely known for the 100 Days Cybersecurity Awareness initiative, translating complex cyber risks into practical guidance for individuals and organizations. A passionate advocate for equity and inclusion, he supports women in STEM through mentorship and volunteering, while shaping the global conversation on cybersecurity leadership, safety, and digital responsibility.



# Dr. Toyosi



**D**r. **Toyosi Akerele-Ogunsiji** is a leader in AI for Development, EdTech, Media Innovation, and Public Policy. Named by Forbes among Africa's 20 Most Powerful Young Women, she drives digital transformation and human capital development across the continent. In 2025, she co-produced *Makemation*, Africa's first AI themed feature film, expanded youth empowerment through Rise Networks and Passnownow.com, and contributed to global AI policy forums. Through storytelling, innovation, and thought leadership, Dr. Toyosi champions Africa's next generation of leaders, fostering creativity, inclusion, and sustainable development across technology, education, and culture.



**I**kechukwu Mbadiwe (**Iking Ferry**) Ikechukwu Mbadiwe, popularly known as Iking Ferry, is a Nigerian digital marketing strategist, tech entrepreneur, and creator advocate whose visibility in 2025 reflected innovation and digital empowerment. As CEO of Pulseford, he guided brands and creators in maximizing online performance through SEO, AI driven marketing, and digital strategy. In 2025, he launched Otapay, a fintech platform improving affordability of data and bill payments for Nigerians, alongside training 5,000 Nigerians in digital skills, expanding access to market relevant expertise. His strategic visibility exemplifies how digital leadership can foster innovation, skill building, and national influence.



# Social Impact & Climate Advocacy



# Hilda Baci



**H**ilda Baci demonstrated visible impact and cultural innovation in 2025 with her Guinness World Record for cooking 8,780kg of jollof rice, feeding 20,000 people. Her digital storytelling and trending hashtags amplified her cultural influence, while her creative approach to culinary content highlights innovation in lifestyle engagement. Baci's achievement bridges African tradition and global visibility, inspiring creators and audiences continent wide.



**T**itilola Ajayi asserted significant visibility and industry influence in 2025 through her work as both actress and producer. She produced and starred in *Mr & Mrs Parker*, which recorded high profile premieres in London and Lagos, with Ecobank serving as the headline sponsor for the Lagos premiere a clear indicator of corporate confidence in her brand and project. Ajayi also strategically cast notable figures such as singer 9ice, effectively bridging music and film audiences and generating media traction for innovative casting and storytelling within Nollywood. Towards the end of the year, she further strengthened her relevance by starring in *Iwa Buruku*, a wave making YouTube release that gained strong digital traction. Her cross platform presence, strategic partnerships, and creative leadership underscore her growing cultural impact in 2025.



**C**lare Ezeakacha Humanitarian advocate and founder of the Clare Cares Foundation, Clare Ezeakacha demonstrated strong visibility and social impact in 2025 through sustained leadership in community development. She released her debut children's book, *Zara's Big Idea*, promoting creativity, teamwork, and problem solving among young readers. Through initiatives such as Feed 1000, skills acquisition programs, and girls' education projects, her foundation delivered measurable impact across Nigeria and parts of West Africa. In recognition of her contributions, Clare received the Nelson Mandela Leadership Award of Excellence and was inducted as a West African Youth Council ambassador, further strengthening her influence in youth advocacy and community empowerment across the region.





**J**oseph Nguthiru is a Kenyan environmental innovator whose visibility in 2025 translated directly into climate impact. As founder of HyaPak, he pioneered the conversion of invasive water hyacinth into biodegradable packaging, turning an environmental crisis into a scalable business solution. His work gained global attention through recognition as a UNEP Young Champion of the Earth, elevating Kenya's profile in circular economy conversations. Nguthiru's visibility is rooted in problem solving, policy relevance, and innovation. By strategically occupying global platforms, he demonstrated how African led climate solutions can attract investment, partnerships, and international credibility.



**T**ruphena Muthoni emerged in 2025 as one of Kenya's most visible climate advocates by transforming symbolic action into national influence. Her record breaking tree hugging endurance challenge drew global media attention to environmental conservation, mental health, and disability inclusion. Beyond virality, her visibility resulted in state recognition and a role supporting Kenya's national tree growing agenda. Truphena represents a new generation of African advocates who understand that attention, when intentionally directed, can shape public discourse and influence policy. Her impact lies in converting personal courage and storytelling into sustained environmental awareness and institutional engagement.



# Maryam Bukar



**M**aryam Bukar Hassan, popularly known as Alhanislam, is a Nigerian spoken word artist, poet, storyteller, and peace advocate whose visibility in 2025 expanded Africa's cultural influence on global peacebuilding. In July 2025 she was designated the United Nations' first Global Advocate for Peace under its Peace and Security Pillar, using her voice and creativity to champion gender equality, youth empowerment, and inclusive peacebuilding at major international stages. Her poetry has featured at prominent platforms including the UN SDG Awards, TED Talks, and the World Bank Youth Summit, while her UN commissioned piece *Peace is a Verb* was widely shared as a call for global unity.



# CLOSING NOTE: BEYOND THE LIST

## The Journey to Becoming Unforgettable

As we conclude this inaugural documentation of **The Visibility 50 Africa**, it is important to remember that visibility is not a destination; it is a continuous journey. The 50 individuals and brands featured here have not reached this point by chance. They have consistently applied the **VISIBLE** principles creating value, stacking credibility, and engaging their audiences with intentionality.

Our goal in curating this list was not merely to celebrate fame, but to provide a blueprint for excellence. In today's attention economy, being talented is the baseline, but being **visible** is the breakthrough. As I often say at **Visibility Solutions Media**, "If you are not seen, you are invisible to your market and invisible businesses and brands don't get chosen."

This documentation serves as a reminder to every African professional, entrepreneur, and creative: **Your story deserves to be told, but you must be the one to tell it.** We hope these profiles inspire you to stop settling for obscurity and start building a presence that is unavoidable and impactful. We look forward to seeing how these 50 trailblazers continue to shape the continent's narrative, and we invite you to join us in our mission to move African excellence from overlooked to unforgettable.

**Kehinde Ajose**

Founder, Visibility Solutions Media Ltd.

The Visibility Surgeon

