

PROVIDING STERLING LEADERSHIP; DELIVERED STRONG BUSINESS RESULTS

Adesegun has had a robust career in depth and breadth of the IT profession, spanning 2 decades and various roles, working across multi-geography and multi-cultural environments with responsibilities across locations in Africa, Middle East, Americas, Eastern Europe, Turkey & Central Asia.

Adesegun is currently the CIO/ Head of Information & Digital Technology, and a member of the executive leadership team, West and Central Africa at British American Tobacco. He holds the accountability for all aspects of information and digital technology, from business/ IT strategy alignment, portfolio prioritisation, resource & budget, people leadership etc.

As a qualified Digital/Agile Transformation expert, Adesegun has applied his knowledge and skills to lead the organisation through a successful transformation across Americas & Sub-Saharan Africa. Influencing business leaders and shaping the transformation agenda. Engaged in several functional and org-wide presentations to set the case and gain alignment for the transformation journey. Created and nurtured several Agile teams across the organisation. Led learning and capability development and innovation mindset and delivery.

SELECTED ACHIEVEMENTS

- Recorded significant success on digital/ agile transformation journey through leadership and drive of and agile/ digital culture across the organisation. Delivered sessions to leadership team and entire organisation to establish the case & context, led development & delivery of the transformation roadmap, developed & delivered a communication/ change management plan, delivered roadshows to showcase wins along the journey, created & nurtured over 20 agile teams etc.
- In 2.5 years, the business moved from a digital quotient (DQ) score of ~2.3 (running the business with technology) to a DQ score of 4.0 (transforming the business with technology), based on organisational-wide survey responses and business impact. According to the Gartner's framework of digital transformation maturity.
- Raising Innovation education through org-wide Talk Shows and led the team to deliver smarter business process through automation and innovation across Finance, Supply Chain, Manufacturing & Marketing. Commercial impact of significant cost savings (~£1.2m) and efficiencies delivered (~500k hrs. saved) and leveraging the power of data (for faster & more accurate decision making) through digitalisation.
- Transformed the consumer engagement landscape through the digital consumer engagement and data collection platform and CRM. This is driving communication and meaningful interactions with the company's brand and providing authentic data for consumer insight and strategic business

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decision-making and targeted marketing campaigns. Increased number of consumers in the CRM database from ~200k to 1.2m in 18 months.

- Delivered data analytics platform for key business data insights around sales performance, manufacturing and supply chain efficiency, financial operations performance etc. Resulted in the elimination due to human error, faster means of reporting, real-time update for leadership decisions, greater transparency, and accountability etc. This has become a key input to the leadership team meetings across the organisations – Sales & Operations Planning, Demand Review Meeting, Operations Review Meeting etc,
- Commercial digitisation – Revolutionising the Trade universe, reshaping our Route to Market/ business model for commercial advantage while creating value for our Trade partners.: This project was embarked on to revolutionize the retail space, enhance operational efficiency, and improve customer satisfaction. By revamping the digital ordering process and integrating digital payments, and facilitating retail credit, we have created a more transparent, secure, and efficient system for our retail partners. These advancements not only meet industry standards but also position BAT as a leader in innovative retail solutions. Through these efforts, we are committed to driving sustainable growth and building stronger relationships with our retail partners.
- Project proteus - Driving Supply Chain Optimisation & Efficiencies through Automation & Data: Project Protheus significantly enhances efficiency by automating vehicular management processes, leading to quicker turnaround times and higher productivity. It ensures data accuracy and integrity by reducing human error, while also integrating safety checks/protocols to comply with EHS standards, thereby minimizing risks and incident rates in the factory. The system streamlines communication across departments through a centralized portal, facilitates real-time vehicle tracking for efficient resource management, and yields cost savings. Additionally, cloud-based data storage ensures accessibility from any location, offering audit trails and historical information. The anticipated 50% increase in productivity and 40% reduction in safety incidents further underscore the commercial viability and strategic alignment of this project
- LOVE OUR CONSUMER – Driving meaningful engagement between our brands and consumers, leveraging the power of data: At BAT, we believe data is very important. Gamification of the consumer experience has been one of the most exciting and engaging strategies we have implemented. It has proven to be an effective way to connect with our consumers on a deeper level, making their interactions with our brand more enjoyable and rewarding. We have been able to grow our consumer database by 20% after deploying the gamification solution

INSPIRING THE IT PROFESSION AND BUSINESS COMMUNITIES THROUGH PUBLIC ENGAGEMENTS.

Adesegun is an established IT leader and inspires the professional community and public through speaking engagements and writing. Delivered impactful and insightful talks and writing.

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- Public speaking – Agile Conference, 2023
- Public speaking – Canada Association of IT professionals, 2024.
- IDC CIO Summit, West Africa 2023 (panellist), CIPS etc.
- Advisory Council Member – IDC CIO Summit West Africa.
- Public Writing on Digital Transformation – CIO Magazine, 2024.
- Public Writing on Digital Transformation - LinkedIn posts.

DEVELOPING THE NEXT GENERATION OF LEADERS

Adesegun gives back to the professional community through coaching and mentoring of the next generation of IT & business leaders. He is also an assessor for the British Computer Society (BCS) certifications.

- In BAT, coached and mentored professionals who have risen to senior positions within the IT profession.
- BCS Registered Mentor – coaching and mentoring to professional within the BCS community globally. Helping shape current IT professionals and practice while building future Global IT leaders.
- Certified BCS Assessor – An assessor for BCS professional certifications. Helping to shape and maintain the integrity of the IT profession, globally.

GREAT STANDING IN THE COMMUNITY - AWARDS AND RECOGNITION.

- Winner: CIO of the Year, 2023 – FMCG - <https://thecioawards.ng/winners-2023/> - Awarded by CIO & C-Suites Award Africa.
- Winner: 'EMPOWERMENT AWARD', 2024 - given for Digital Transformation & Innovation Leadership – 2024 – Awarded by British American Tobacco Sub-Saharan Africa.
- Winner: Most Innovative Company Award, 2024 – Awarded by CIO Africa, by dx5 for leadership in innovation through technology and digital across Africa.
- Chartered IT Professional (CITP), 2005 – Awarded by the British Computer Society – Recognises senior members of the IT profession who have been able to demonstrate the depth and breadth of knowledge of IT and making an impact with the application of technology.
- Information Technology Certified Professional (ITCP), 2020 – Awarded by the Canada Association of IT professional (CIPS) – this designation recognises senior IT professionals and academics who have demonstrated an ability to apply their business and organisational experience in addition to their IT knowledge.

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