

Adedoyin Jaiyesimi

STRATEGIC COMMUNICATIONS ADVISOR

I partner with C-Suite leaders and boards to strengthen reputation and drive organisational performance through strategic communications.



PROFESSIONAL PROFILE

Adedoyin Jaiyesimi is a Strategic Communications Advisor, Corporate Trainer, and the Co-Founder of The Comms Avenue, a Pan-African capacity-building and networking platform that is strengthening the communications talent pipeline across the continent.

With over 15 years of experience, Adedoyin provides high-level strategic communications advisory to global and pan-African corporate, development, and philanthropic organisations.

Her expertise lies in helping executive teams and boards to design and implement communications strategies that strengthen reputation, enhance stakeholder trust, and drive measurable organisational outcomes. She brings a results-driven, insight-led approach that enables leaders to navigate complexity, manage risk, and communicate with impact.

She is the Author of the books, From Clueless to Success and A is for Audacity, and she creates valuable and practical knowledge-based content on core communications and specialist topics through her YouTube channel .

EDUCATION & CERTIFICATION

Adedoyin is a Chartered Public Relations Practitioner with the Chartered Institute of Public Relations (CIPR UK). She holds a Master's degree in Corporate and Marketing Communications from IE Business School in Spain and she is a certified Strategic Communication Management Professional (SCMP).

She also holds the Non-Executive Director Certificate from the Institute of Chartered Accountants in England and Wales (ICAEW). Adedoyin earned her LLB (Hons) Law degree from the University of Leeds, UK, and completed the Legal Practice Course at BPP Law School (Leeds), graduating with Distinction.



THE COMMS AVENUE

Adedoyin co-founded The Comms Avenue in April 2020 with the vision to create capacity building, mentorship and networking opportunities for communications professionals in Africa. The Comms Avenue currently has over 2000 communications professionals from 35 African countries in its mission-driven community.

Community members benefit from knowledge-sharing sessions, mentoring engagements and networking events where they learn from senior professionals who openly share their knowledge and expertise through the platform.

In pursuit of its vision to provide growth opportunities to its community members, The Comms Avenue launched the Comms Mentoring Programme (CMP) to bridge the mentoring gap between senior and junior professionals in the field. So far, over 350 young professionals have been mentored through the CMP.

COMMUNICATIONS ADVISOR

Adedoyin partners with organisations, executives, and boards to leverage strategic communications as a driver for organisational performance and measurable impact. Her advisory work includes communications audits, strategy development, stakeholder mapping, and capability building for in-house communications teams and employees.

She has successfully executed and advised on projects for the Bill and Melinda Gates Foundation, Luminate Group, Aradel Holdings, First E&P, mothers2mothers, Fountain of Life Church, the Nigerian Economic Summit Group (NESG), the W Community, Leading Ladies Africa, amongst others.

COMMUNICATIONS & EXECUTIVE MEDIA TRAINER

Adedoyin runs in-house corporate training, media training for executives and she facilitates workshops on strategic communications, brand and reputation management, strategic storytelling, etc., for organisations and executives.

She has facilitated training for GIZ Nigeria, the Pension Fund Operators Association of Nigeria (PenOP), the Nigerian Midstream and Downstream Regulatory Authority (NMDPRA), Michelin Nigeria, NNPC Limited, Mastercard Foundation, the Nigerian-British Chamber of Commerce, Lagos State Ministry of Information and Strategy, African Public Relations Association, amongst others.



Adedoyin also trains students and professionals in the communications field and imparts practical knowledge to help them deliver results.

She shares educational content on YouTube where individuals can improve their competencies in strategic communications and develop their core communications skills.

APPOINTMENTS AND AFFILIATIONS

Adedoyin is a Member of the Chartered Institute of Public Relations (CIPR), the Nigerian Institute of Public Relations (NIPR), the Africa Public Relations Association (APRA) and the International Association of Business Communicators (IABC).

She currently serves as an advisory board member of the Institute for Internal Communication Africa (IFICA) and a member of the Global Columnist Network of Strategic – a leading global communication leadership platform.

She was previously the Vice President of the IE Nigeria Alumni Board.

FEATURES AND AWARDS

Adedoyin's work has been featured in several platforms across the continent, including BusinessDay, Guardian Woman, Amazons Watch Magazine Africa, and Lionesses of Africa.

In 2021, she was listed as one of Brand Communicator's 40 under 40 women in Marketing and Communications in Nigeria. She was also featured as one of the 100 Most Inspiring Women in Nigeria by Leading Ladies Africa and one of the 100 Most Impactful Women achieving SDGs by The Richer Woman in 2022.

In addition, Adedoyin was listed as an Honouree in the Community Impact Category of the PR Power List Nigeria (2022-2024), recognised as one of the Top 50 Most Influential Women in Marketing and Comms in Nigeria by WIMCA (2022-2025) and one of the 35 under 35 Marketing Communication professionals in Nigeria (2023).

She was recognised as a Top 26 Strategic Communication leader of the Year at the 2026 Strategic Global Awards in Brussels.