

Abayomi Benson

Yomi Benson, FRPA is a distinguished entrepreneur with a passion for brand marketing and a belief in the potential of individuals to create significant business legacies. A 1988 graduate with a bachelor's degree in humanities, MBA and AMP from Lagos business School, his career covers extensive roles in advertising, brand marketing, and leadership. Yomi's Professional journey began at leading Nigeria firms like Ogilvy Benson and Mather and STB McCann in the 1990s followed by a pivotal role as manager at British American Tobacco, where he managed the multi-billion Naira transition of major brands to local production

In 2004 Yomi joined insight communication as a group Account Director, Managing annual billings exceeding N2 Billion along with major account including Heineken, Amstel, Malta, GSK. After five successful years, he left to focus on his venture, Culture Communications, which specializes in innovative, locally relevant brands strategies. This move solidified his reputation as a leader in marketing communication.

Today, Yomi presides as the Chairman of Culture Group and holds significant roles as Vice President and board member of vertical Bets and Gaming Limited, and Chairman of the feed

Tonight Foundation

He is also the President of the Rotary Club of Lagos Central and has held leadership positions at Ikoyi Club 1938. Recognized for his philanthropy and business acumen, Yomi has received accolades such the Marketing Egbe's Advertising Person of the Year 2018 and Africa Business Leadership Awards in 2023. An Avid lover of nature, Yomi enjoys Golf, Tennis, and Swimming in his leisure time.