[SPEAKER · CULTURAL INTELLIGENCE STRATEGIST · ENTREPRENEUR]

Tunde Ajaba-Ogundipe

The executive who helped amplify Afrobeats to the world — and builds what comes next.

Founder · Ereko Labs — Kitfo · Dara · Onile · AJO
Formerly SVP/GM · Sony Music | Creative Strategist · Meta | Global Head of African Music · Spotify | Apple · WME/IMG · Universal · McCann



500M+
Views — KPop Demon Hunters on Netflix; content Tunde produced for Instagram

#1
Billboard Hot 100 & Global 200 — "Golden" by HUNTR/X (8 weeks); Wizkid & Asake "Turbulence" (2026)

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Led the coalition that created the Best African Music Performance Grammy category

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Major organisations — Sony, Meta, Spotify, Apple, WME, Warner, Universal, McCann, CBS

10+
Major speaking stages including White House, Harvard, Columbia, MIDEM, NAACP

AS SEEN IN **Grammy.com** **Billboard** **Vanity Fair** **The Atlantic** **Variety** **Spotify Newsroom** **Music Business Worldwide** **DJBooth** **White House / US State Dept**

CAREER AT Sony Music · Meta · Spotify · Apple · WME / IMG · Universal Music · McCann Worldgroup · Atlantic Records · Paramount / CBS Radio

BIOGRAPHY

Tunde Ajaba-Ogundipe is one of the most avant savant figures in the globalization of African music. As **Spotify's Global Lead of African Diaspora Music & Culture**, he launched the Afro Hub — the platform infrastructure that connected the continent to the diaspora and helped establish Afrobeats as a worldwide commercial force. He is widely credited with the campaign that resulted in the **Recording Academy creating the Best African Music Performance Grammy category in 2023**, having built coalitions with Angélique Kidjo, Don Jazzy, John Legend, and industry leaders across three continents. He has worked directly with **Burna Boy, Wizkid, Asake, Davido, Mr Eazi, Beyoncé, Jay-Z,**

CREDENTIALS

Creative Strategist & Producer · Meta / Instagram (2025–Present)
Wizkid & Asake + HUNTR/X for Instagram's Close Friends Only series

Senior Consultant · AV / Ereko Labs (2020–Present)
Global strategy advisor to Spotify, Tidal (Block), Sony Music, Breakr & Apple

SVP/GM, Global Music Strategy (African Culture) · Sony Music (2020–2023)

and Drake on various creative projects.

His career spans nearly two decades of executive roles — from **Apple** (2011–2013) and **Paramount/CBS Radio** (2007–2011) through **WME/IMG, McCann Worldgroup, Universal Music**, and **Spotify** (2018–2020, launching the Afro Hub), to **SVP/GM at Sony Music** (2020–2023) where he founded **This Land Records** in partnership with Sony and The Orchard. As an independent consultant at **AV / Ereko Labs** (2020–Present) he advised Spotify, Tidal, Sony, Breakr, and Apple. Most recently as **Creative Strategist and Producer at Meta (2025–Present)**, he produced the globally distributed **Wizkid & Asake "Close Friends Only"** feature on Instagram — an intimate portrait of two Afrobeats icons releasing joint EP REAL, Vol. 1 — and the **HUNTR/X (KPop Demon Hunters) Speed Round** at the height of the year's defining cultural phenomenon. He has spoken at the **White House US-Africa Leaders Summit, Harvard, Columbia University, MIDEM, NAACP Entertainment Summit, and ADCOLOR**. Beyond music and tech, he co-founded **No Wahala** — the first African culture podcast with global reach, distributed across SoundCloud, Apple Music, YouTube, and Spotify with 200,000+ listeners — and through his think tank **Ereko Labs** is co-founder of **Kitfo** (Creator OS + create / connect / collab), **Dara** (African intelligence + wellness), **AJO** (African intelligence + ancestry, genetic testing and journaling), and **Onile**, Nigeria's first trust-focused African intelligence powered property platform.

GRAMMY.COM · RECORDING ACADEMY

"We formed think tanks with key allies across the African, American and UK music industries — like Angélique Kidjo, Don Jazzy, John Legend — and successfully had the Best African Music Performance Grammy category created. I am grateful that everyone rallied together to reach the end goal."

— Tunde Ajaba-Ogundipe, Grammy.com · Recording Academy Feature, 2023

SIGNATURE TALKS

01 SIGNATURE KEYNOTE

Before the Boom: How to Spot a Culture Before the World Does

The inside story of how Afrobeats went from Lagos to the Billboard Hot 100 — and the strategic frameworks for identifying, amplifying, and monetising emerging cultural movements before the mainstream catches up.

02 CORPORATE & BRAND AUDIENCES

Cultural Intelligence as Competitive Advantage

Deep cultural fluency — not surface-level diversity initiatives — is the edge that separates winning global brands. Drawing on Sony,

Launched This Land Records in partnership with Sony & The Orchard; led US/UK teams

Global Head, African Music Strategy & Culture · Spotify (2018–2020)
Launched Afro Hub; managed 50+ global playlists across African + Caribbean diaspora

Manager, Digital Content & Partnerships · WME/IMG (2015–2017)
Led multi-million dollar revenue packages across WME Music & IMG Digital

Senior Digital Strategist · McCann Worldgroup / IPG (2017–2018)
Influencer strategy and integrated marketing across major global brands

Creative Specialist · Apple Inc (2011–2013)
Generated $1M+ in sales; led Today at Apple programming and brand partnerships

Digital Marketing Manager · Paramount / CBS Radio / Audacy (2007–2011)
Pioneered digital and social media strategy for national broadcast properties

Grammy Category Architect
Led coalition that created Best African Music Performance Grammy (2023)

Co-Founder · No Wahala Podcast (2016–present)
First African culture podcast with global reach — 200,000+ listeners across SoundCloud, Apple Music, YouTube & Spotify

Creator & Host · "Word on the Street" (2015)
HotNewHipHop viral series that birthed BK Tidal Wave — 1M+ views; defining moment in NYC street culture storytelling

FOUNDER · EREKO LABS

Culture intelligence think-tank & venture studio

Onile · Nigeria's first trust-focused property platform (onile.co)

Kitfo · All-in-one creator platform for professionals in film, music, and entertainment. (kitfo.co)

Dara · AI mindfulness & wellness for under-served communities (joindara.com)

AJO · AI-powered ancestry, genetic testing & journaling (ajo.co)

STAGES

2023 **White House** — US-Africa Leaders Summit, African & Diaspora Young Leaders Forum. Panelist alongside VP Kamala Harris remarks

Spotify, Meta, and Apple experience across three continents and two decades.

03 TECH, PLATFORMS & STREAMING

Platform, People, Purpose: Building for the African Century

From Spotify Africa and Meta's Close Friends Only to building trust infrastructure for Nigerian real estate with Onile — how platforms authentically serve African and diaspora creators at scale.

INSTAGRAM CLOSE FRIENDS ONLY SERIES · PRODUCED BY TUNDE AJABA-OGUNDIPE · 2025–2026

Wizkid & Asake — "Close Friends Only" (Dec 2025)
Intimate on-camera feature with two of Afrobeats' defining artists — their friendship, creative chemistry, and joint EP REAL, Vol. 1, including origin stories of "Turbulence" and "MMS." Distributed globally via Instagram.

HUNTR/X — KPop Demon Hunters Speed Round (Oct 2025)
Produced the Close Friends Only Q&A with EJAE, Audrey Nuna & Rei Ami — timed to KPop Demon Hunters becoming Netflix's most-watched film of 2025, with "Golden" at No.1 on the Billboard Hot 100 and Global 200.

HOTNEWHIPHOP — WORD ON THE STREET · CREATED & HOSTED BY TUNDE AJABA-OGUNDIPE · 2015

BK Tidal Wave — "Word on the Street" (2015) · 100M+ views
Tunde created and hosted the viral street interview series that birthed BK Tidal Wave — Nenobia Washington, the iconic "Queen of Brooklyn," whose unfiltered love for JAY-Z and TIDAL became an enduring emblem of NYC social media culture. An early proof-of-concept that authentic, street-level cultural storytelling had massive untapped global reach — years before institutions saw it.

- 2023 **NAACP Entertainment Summit** — Featured speaker alongside Kenya Barris
- 2022 **Columbia University** — Africa Conference: Music & Entertainment in Africa's Global Relevance
- 2022 **Amplify Africa / AfriCon LA** — 2nd Annual African Diaspora leaders summit
- 2021 **MIDEM** — Globalising Afrobeats & Empowering the Next Generation with Mr Eazi
- 2021 **ADCOLOR** — MGMT: The Art of Making Things Happen
- 2021 **ADVANCE / Canada's Black Music Collective** — AMPED Conference
- 2020 **Annie Mac Presents / AMP London** — Featured speaker alongside Alec Boateng, Fuse ODG, Grace Ladoja
- 2019 **Harvard University** — African Business Conference
- 2019 **Columbia University** — African Economic Forum: The Business Case for African Art & Literature
- 2019 **MIDEM** — Behind Today's Nigerian Sounds with Maleek Berry

FORMATS
Keynote · Panel · Workshop · Fireside

AGENT · CAA
Zack Borson
zack.borson@caa.com

MANAGEMENT
Addy Rigby / Maria Gonzales
mgmt@tune.day

Inquire for Speaking and Creator Campaign Rates

SIGNATURE KEYNOTE — FULL CONCEPT BRIEF

Before the Boom

How to Spot a Culture Before the World Does

"Everyone knows Afrobeats now. But someone had to pave the road — before the world knew it needed one."

THE TALK

The globalization of West African pop music (Afrobeats) didn't happen by accident. It happened because **one person saw what the market couldn't see yet** — and then gathered his community to build the infrastructure, the relationships, and the cultural frameworks to make it inevitable.

In this keynote, Tunde Ajaba-Ogundipe takes audiences inside that journey: from launching Spotify's Afro Hub, to leading the coalition that created the **Best African Music Performance Grammy category**, to producing cultural tentpoles at Meta — including the **Wizkid & Asake "Close Friends Only"** feature and the **HUNTR/X** Q&A at the height of KPop Demon Hunters' cultural dominance. What emerges is a **masterclass in cultural intelligence** — and a transferable framework for any leader who wants to move first.

STRUCTURE — THREE ACTS

ACT I

The Signal in the Noise

How Tunde first identified Afrobeats as a global commercial force when industry gatekeepers weren't paying attention — including an early trip to Nigeria where his uncle 2Baba introduced him to a then-unknown Wizkid and Davido before they had records in the UK. The cultural, social, and data signals that revealed enormous untapped demand. This section opens with his earliest proof-of-signal: creating and hosting the **HotNewHipHop "Word on the Street"** viral street interview series in 2015, which birthed **BK Tidal Wave** — Nenobia Washington, the "Queen of Brooklyn," whose unfiltered love for JAY-Z and TIDAL racked up over a million views and became an enduring emblem of NYC social media culture. Years before institutions understood what street-level cultural authenticity could do online, Tunde was already building it. This section then draws on his co-founding of **No Wahala** — the first African culture podcast with global reach, built in partnership with SoundCloud, Apple Music, YouTube, and Spotify, growing to 200,000+ listeners — as further proof that authentic diaspora storytelling was a

BY THE NUMBERS

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IDEAL AUDIENCES

- Brand & marketing leaders at global companies
- Music, media & entertainment executives
- Tech and platform leadership teams
- DEI and culture strategy conferences
- African business & diaspora forums
- Entrepreneurship & founder summits

AUDIENCE TAKEAWAYS

- A repeatable framework for cultural trend identification
- How to build authentic creator relationships at scale
- The difference between appropriation and amplification
- Translating cultural fluency into platform strategy

massive unmet need. And why most organisations are structurally optimised to miss exactly these kinds of signals.

ACT II

Building the Infrastructure of Belief

Platform-building at Spotify (Afro Hub). Grammy category advocacy — building coalitions with Angélique Kidjo, Don Jazzy, John Legend, and industry leaders across three continents until the Recording Academy created a dedicated African Music Performance category. Label strategy at Sony. Producing cultural tentpoles at Meta: the Wizkid & Asake Close Friends Only feature and the HUNTR/X Speed Round at the apex of K-pop's biggest crossover moment. The mechanics of creating spaces where culture can be seen, heard, and scaled without losing authenticity.

ACT III

The Framework: Cultural Intelligence as Strategy

A practical model distilled from 20+ years across music, tech, advertising, and platforms. How to spot emerging cultural movements early. How to build trust with creators and communities rather than extracting from them. How to translate cultural fluency into commercial results without losing authenticity. And what happens when you apply this framework beyond music — across three ventures Tunde is building simultaneously: **Dara**, the AI wellness platform connecting under-served communities with culturally competent care; **AJO**, an AI-powered ancestry, genetic testing and journaling platform rooted in ancestral identity; and **Onile**, the trust infrastructure for Nigerian real estate. One framework. Three industries. The same signal.

- The next frontier: African markets and trust infrastructure

Also available as: 90-min workshop · 60-min keynote · Panel / fireside chat · Half-day masterclass

45 min | 60 min | 90 min