[SPEAKER ONE-SHEET]

Tunde Ajaba-Ogundipe



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

Founder · Ereko Labs — Kitfo · Dara · Onile · AJO

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)

2023
Led the coalition that created the Best African Music Performance Grammy category

9+
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**

ABOUT

Tunde Ajaba-Ogundipe is one of the most consequential figures in the globalisation of African music. As Spotify's Global Lead of African Diaspora Music & Culture, he launched the Afro Hub and is widely credited with creating the Best African Music Performance Grammy category in 2023. His career spans two decades of executive roles at Sony Music, Meta, Spotify, Apple, and more — and through his think tank Ereko Labs he co-founded Dara, AJO, Onile, and AV Global.

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, 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.

SELECTED STAGES

- 2023 **White House**
- 2023 **NAACP Entertainment Summit**
- 2022 **Columbia University**
- 2022 **Amplify Africa / AfriCon LA**
- 2021 **MIDEM**
- 2021 **ADCOLOR**

CAREER AT

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

FORMATS

Keynote · Panel · Workshop · Fireside

45 min · 60 min · 90 min

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FULL SPEAKER KIT — BIO, KEYNOTE BRIEF, CREDENTIALS

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