

OSIONE ITEGBOJE

Chief Creative Officer | Global Brand, Marketing, and Culture Leadership

London · Lagos · Global

contact@osione.com | www.osione.com

EXECUTIVE PROFILE

Chief Creative Officer with 20+ years of experience leading brand transformation, marketing strategy, and creative systems across consumer brands, fintech-adjacent platforms, cultural institutions, and public-sector organisations. Proven track record of aligning brand, marketing, and creative execution to drive growth, relevance, and long-term equity.

Known for operating at executive level, partnering with CEOs, CMOs, founders, and boards to translate business ambition into clear brand strategy, high-performing marketing, and scalable creative operations. Brings a systems-led approach to creativity, balancing cultural insight with commercial discipline.

Operating sweet spot: organisations navigating growth, repositioning, category leadership, or multi-market complexity.

CORE CCO COMPETENCIES

- Chief Creative Officer · Creative Director · Brand Strategy
- Global Brand Systems · Marketing & Communications
- Creative Governance & Standards · Campaign Leadership
- Global–Local Brand Localisation · Cultural Strategy
- Public Sector & Institutional Communications
- Creative Team Leadership & Mentorship
- Cross-functional Leadership (Marketing, Product, Policy)

SELECTED IMPACT

- Led brand and marketing systems across 15+ retail locations, serving 20m+ consumers.
- Directed creative programmes embedded in national infrastructure and cultural policy.
- Defined creative direction for Africa's leading international art fair over 4 years.
- Influenced \$200m+ in public funding outcomes through communications and design.
- Built and scaled founder-led brands from research through global activation.

PROFESSIONAL EXPERIENCE

Founder & Chief Creative Officer

[Light Design Studio](#), Global | 2014–Present

- Creative leadership across brand strategy, marketing, identity, campaigns, digital products, retail, and experiential platforms.
- Creative stewardship for Puma, Lacoste, Schweppes, and UKAID.
- Global–local brand localisation and market entry leadership.
- Representation of regional markets at global HQ brand and buying meetings.
- Developed proprietary branding methodology ([SLIDE](#)) to ensure consistency at scale.

Co-Founder & Chief Marketing Officer

[THIS IS US](#), Lagos, Nigeria | 2016–Present

- Co-founded and lead a sustainability-driven fashion and lifestyle brand focused on heritage crafts, local materials, and contextual African design.
- Provide creative and strategic direction across brand identity, product design, storytelling, collaborations, and market expansion, growing the brand from zero to a \$15m valuation in 6 years.
- Deliver research-led design initiatives translating West African craft systems into contemporary fashion for global audiences across Europe, North America, and Asia.
- Led the LVMH Maison/0 Regenerative Fashion & Cities project at Central Saint Martins under THIS IS US, documenting and preserving heritage craft practices through circular and policy-aligned design research.
- Established THIS IS US as a globally recognised African brand through international partnerships, exhibitions, and retail presence, with press features in [Financial Times](#), [CNN](#), and [Vogue](#).
- Developed scalable creative frameworks that balance cultural integrity, sustainability, and commercial growth.

Curator & Creative Programme Lead

ATHR / Arts AIUla, Saudi Arabia | 2023–2025

- Led public-realm design residencies and cultural programmes.
- Developed proposals for art across Riyadh's 30-station metro system.

Art Director & Creative Lead

ART X Lagos, Nigeria | 2016–2019

- Defined and governed visual identity across digital, print, spatial, and experiential channels, working with 100+ galleries and artists.
- Scaled platform to 50,000+ attendees and 6m+ global reach.

Policy Advisor (Communications & Design)

Kwara State Government, Nigeria | 2020–2023

- Communications and design strategy for education reform.
- Supported \$200m Education Trust Fund and \$70m World Bank funding.

OWNED PLATFORMS, IP, & LONG TERM PROJECTS

- [hFACTOR](#), Co-founder & Creative Lead.
- [Jamm.app](#) / [countam.com](#) - Brand & Product Direction.

EDUCATION

- MSc International Affairs, Columbia University (SIPA).
- BBA Marketing & Economics (Magna Cum Laude), Baylor University.

OPERATING PHILOSOPHY

Creativity is infrastructure. I build brand systems that remain coherent as organisations grow.