



## First Creatives

### Meet The First Creatives' Team

#### Jay Engmann, President

Jay Engmann has been producing international content for over 12 years. After having a number one chart topping video with Chipmunk called 'Oopsy Daisy', Jay was signed to a major production company named Luti Media which led him to working with major pop acts like Ed Sheeran and African rockstars like Mr Eazi and Fuse ODG. Jay has also worked on promos with BMW, Amazon, Peroni Beer and more. With all his accumulated skills and recourses, Jay founded 'The First Creatives' with the intention of building a new industry to boost the creative economy in West Africa.



#### Mieke Turkson, Head Project Manager

Mieke Turkson is the Head of Project Management at The First Creatives. With a background in Communications, Media, Rhetoric and Film, she has worked in creative consultancy and project management for the past 6 years and joined forces with colleague Jay Engmann in January 2018 to help spearhead TFC as West Africa's first international film development company and talent agency. Her strengths include Communication, Contract Management, Resource Allocations, Cost Control, as well as Prioritization and Organization.





### **Nick Marq, Coach**

Nick has enjoyed over 20 years' experience in the creative industries as a producer, director, educator and sometime actor, appearing in amongst other things as 'Charles in Lock Stock' and '2 Smoking Barrels'.

As a producer, director and writer, Nick was nominated for a BAFTA for Channel 4's award winning drama 'The Real Notting Hill' and has recently executive produced BBC3's 'Excluded! My Last Chance', C4's dog fighting documentary 'Going to the Dogs' and 'My Son the Suicide Bomber', a documentary short for the Office of Counter Terrorism featuring Aicha Moussaoui, mother of Zacharias; the only person convicted of the 9/11 World Trade Centre attacks.

Array and is on Netflix.

She is an accomplished television presenter with over two decades of experience in hosting TV shows. She started presenting on television in her teens on YCTV in London, she has since presented on BBC2, OBE TV, Viasat 1, TV3, Ebonylife TV and many more. Ama is the former Head of Own Productions and Executive Producer at Viasat 1 television station in Ghana and was the host of 'A Day in the Life' TV show which aired on Viasat 1. She is also the former co-host of the New Day on TV3 morning show.

### **Ama K Abebrese, Coach**

Ama K. Abebrese is an award-winning British-Ghanaian actress, television presenter and producer with over 20 years' experience in television and film working in UK and Ghana. Her film credits include the critically acclaimed 'Sinking Sands', 'Ties that Bind', 'The Cursed Ones' the Netflix original movie 'Beasts Of No Nation'. She also starred in 'Azali' which was selected in 2019 as the Ghanaian entry for the 'Best International Feature Film' at the 92<sup>nd</sup> Academy Awards and it was the first time Ghana had submitted a film for consideration at the Oscars. She is a producer on the critically acclaimed film 'The Burial Of Kojo', Ghana's first ever Golden Globes entry which was acquired by Array and is on Netflix.



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Where business comes to life

## Meet the Henley Business School Team

### Jean-Pierre Choulet



Jean-Pierre Choulet is Director of Development and Alumni Henley Business School, Vice Dean Africa Henley Business School and Executive Director of the Reading Real Estate Foundation. He has over 25 years of International experience at the executive level in Higher Education. For the past 15 years, Jean-Pierre has been delivering programmes to mentoring and coaching entrepreneurs, including leading them successfully to the pitching level to trigger the investment they need to move to the next step. Since 2017, Jean-Pierre has been leading Henley Business School's development in West Africa, with a focus on Nigeria and Ghana.

### Dr. Adeyinka Adewale

Adeyinka Adewale is a Lecturer in Organisational Behaviour at the Henley Business School. His doctoral research was in the field of business ethics with a special focus on contexts, especially bureaucracies and their impact on employee morality. His most recent research focus has been in the field of entrepreneurship in emerging economies. He has given talks and facilitated seminars on ethics, bureaucracy and digital government at conferences in Europe, Africa and Asia. He also bridges his research with practice by organising and delivering annual training programs for entrepreneurs and senior management employees of firms in developing economies.

Moreover, he serves on the research advisory board of Northcourt Real Estate, a leading real estate firm in Nigeria aiming to solve Nigeria's affordable housing challenge. Adeyinka is a reviewer for top management journals and has also published his research with renowned management textbook publishers including Edward Elgar and Taylor and Francis Group. His teaching experience covers undergraduate and postgraduate modules in Entrepreneurship, Organisational Behaviour, Business Ethics and Corporate Social Responsibility.





## **Barry van Zyl**

Barry van Zyl is a world-renowned musician with over 30 years' experience in the creative sector, from performance and production to executive education, strategy and business development. Having toured the world for 21 years with South Africa's most famous export, Johnny Clegg, and while working with artists like Annie Lennox, Carlos Santana, Peter Gabriel and Die Antwoord, Barry completed an MBA at Henley Business School and is now focused on the business of music, creativity and culture. Since 2018 Barry has been growing new business for Henley Business School, starting in Nigeria and then in other areas of west and east Africa, with the aim of 'building the people, that build the businesses that build Africa'. Most recently this mandate has expanded to Trinidad & Tobago in the Caribbean. As the Chair of the Henley Africa Alumni community, Barry is leveraging Henley's network of 80,000 alumni to build the brand in new territories, develop the offer in existing markets, and create innovative new revenue streams. Through his work with Henley Denmark, Barry is partnering with institutions like the Foundation for International Management Education (IME), and developing exciting projects that bring together African creativity and entrepreneurship, the future of leadership, Nordic design, and Danish culture. In addition to his Henley work, Barry embraces his passion for the marriage of the creative sector and executive leadership by designing and delivering corporate leadership programmes in creativity and innovation, entrepreneurship, and the business of rhythm. His clients include major South African companies in financial and professional services, energy, travel and education. Despite his immense success in the creative industry, Barry's most important job is being a role model to his teenage daughter.



## Meet the Afrinolly Team



### **Chike Maduegbuna**

Chike Maduegbuna is an entrepreneur, founder, CEO of Afrinolly Nigeria Limited. Afrinolly Nigeria Limited was incorporated on 7th July 2015 to take-over all business of Fans Connect Online Limited, including Afrinolly App that won Google's Android Developers Challenge for Sub-Saharan Africa in September 2011. Since we launched the product Afrinolly in 2012, we have embarked on various activities that aim to promote Movie Production and Distribution in Nigeria. We have recently established a Creative Hub in Lagos to

amongst other things address inadequate Audio and Video Post-Production facilities in Nigeria.

Prior to starting Afrinolly Limited and FCO Limited in 2010, Chike was a technical director at GRID Consulting Limited. GRID is a Nigerian multi-disciplinary consulting firm, which provides integrated Financial Management consulting services to the public and private sectors. Chike has over 16 years' experience developing, advising and implementing design and review of systems in Project Management, Financial Management, Accounting, Human Resources and Tax - for Private sector firms; International and developmental organisations including UK Department for International Development (DFID), USAID, EU and DANIDA. He trained as an Accountant with PriceWaterhouseCoopers and obtained BSc Economics from the University of Nigeria, Nsukka and M.Sc. Development Management from the UK Open University.

## **Jane Maduegbuna**

Jane Maduegbuna is an Executive Producer. Currently she is the Executive Director for Legal, Content Distribution and Marketing in Afrinolly Limited. Jane holds Master of Art, Film Distribution and Marketing from Birmingham City University, UK; Bachelor of Law and LLB from Edo State University, Ekpoma as well as a certificate from Enterprise Development Centre of the Lagos Business School. She is a Legal Practitioner and an Entrepreneur. Prior to joining the management team of Afrinolly Limited and Fansconnect Online Limited, Jane served as Chief Operating Officer of Hardcover Books and Library Services Limited. She also was the Managing Director of Rappelles Ventures Limited, a part-time entrepreneurial business in Lagos. It involves travelling to UK, USA and Dubai to bulk purchase Designer outfits, fashion accessories, jewelleries etc. The goods are then distributed to retailers as well as direct sale to corporate executives and high net worth individuals in Nigeria.

