

ADEBAYO OLAWUNMI

Market Intelligence · FDI Advisory · International Trade

Lagos, Nigeria | hello@beemooreadvisory.com | bayo.olawunmi@gmail.com | beemooreadvisory.com

PROFILE

Business journalist and market-entry advisor with more than sixteen years reporting on the Nigerian economy, and founder of Bee-Moore Advisory, a Lagos practice helping international investors and companies enter Nigeria and West Africa. Combines a working newsroom knowledge of who actually moves in Nigerian business with structured advisory on market entry, regulatory navigation, partner identification and trade. Also builds and operates ventures directly — an African edtech company and a registered non-profit — which grounds the advice in what running something in this market actually costs.

EXPERIENCE

Founder & Principal · Bee-Moore Advisory, Lagos

2020 – Present

- Advises international investors, exporters and corporates on entering Nigeria and the wider West African market, across market intelligence, FDI advisory and international trade.
- Produces country and sector intelligence for clients evaluating Nigerian market entry — competitive landscape, regulatory position, partner and counterparty mapping.
- Originates and screens transaction opportunities for investor clients, including acquisition targets in the Nigerian energy services sector.
- Sources and structures on-the-ground partnerships for international principals entering the Nigerian market, drawing on an established Lagos network across promoters, venues, operators and regulators.
- Built and operates the firm's commercial platform at beemooreadvisory.com.

Principal Correspondent · News Agency of Nigeria (NAN), Lagos

2010 – Present

- Sixteen-plus years covering Nigerian business, finance and the wider economy for the country's national wire service, with copy syndicated across Nigerian and international outlets.
- Reports on capital markets, corporate performance, trade and investment policy, and the regulatory environment facing companies operating in Nigeria.
- Maintains long-standing source relationships across the private sector, regulators and government ministries — the same network that underpins the advisory practice.

Co-Founder · Fovare Limited

- Co-founded an African edtech platform, leading strategy, fundraising positioning and commercial structuring.
- Negotiated the shareholders agreement across multiple rounds, covering shareholding, authority, deferred compensation, origination commission and African entity rights.
- Developed government partnership proposals to Lagos State ministries, including Education and Youth & Social Development.
- Stress-tested the business model against documented African edtech failure patterns, and reworked grant applications against international fellowship criteria.

Founder & Executive Director · Concerned Nation Builders Initiative (CNI)

2016 – Present

- Founded and runs a CAC-registered non-profit operating across five local government areas in the Epe Division of Lagos State.
- Built the organisation's international grant infrastructure, including registration and positioning across the EU Funding Portal, Erasmus+, UNGM, Candid and NGOsource.
- Developed and submitted targeted funding applications to 48 corporate CSR and edtech partners.
- Led an after-school learning hub initiative in Epe, including campaign design and diaspora fundraising.

EDUCATION

University of California, Los Angeles (UCLA) · Certificate in International Trade	2018
University of Lagos · B.Com, Estate Management	2008

AREAS OF EXPERTISE

Market entry strategy · Foreign direct investment advisory · International trade · Country and sector intelligence · Regulatory navigation · Partner identification and due diligence · Deal origination · Stakeholder engagement across government and private sector · Business journalism and editorial · Non-profit governance and grant development

PROFESSIONAL AFFILIATIONS

Nigerian Institution of Estate Surveyors and Valuers (NIESV)
Nigeria Union of Journalists (NUJ)
Rotary Club

References available on request.