

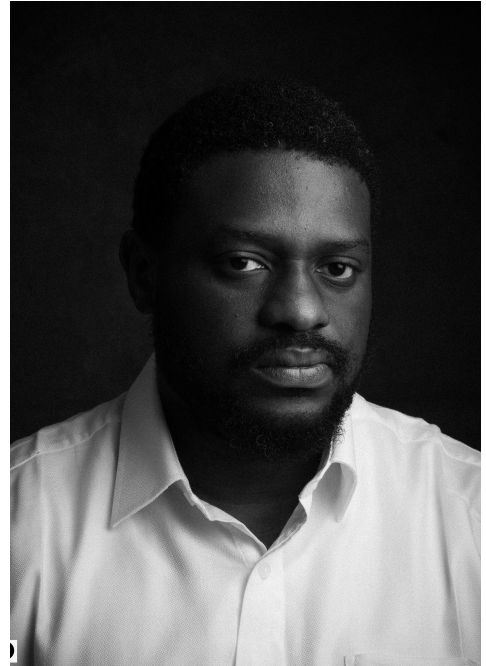


ELECTRONIC PRESS KIT · 2026

Godwin Tom

Black, white, and the loud things
built quietly in between.

Twenty-five years behind the art — building the
business of African creativity as a manager,
executive, educator and entrepreneur.



Artist first. Then manager. Then an executive and entrepreneur... **always a learner.**

SHORT BIO — FOR PROGRAMMES & INTRODUCTIONS

Godwin Tom is a Nigerian entertainment executive and entrepreneur with twenty-five years in the African creative industry. A former artist turned talent manager, he has shaped strategy across more than sixty careers — including some of the biggest names in African music — served as the inaugural Managing Director of Sony Music Publishing Nigeria, and founded the Creative Business Academy for Africa, which counts over 1,800 alumni worldwide. He leads C.I.I.F.A Limited and the Creative Talent Foundation, and writes *Feathers for Flight* — letters to the industry he loves.

FULL BIO

Godwin Tom spent his first seven years in the industry on stage. The rest he has spent behind it — learning, as he puts it, "what the stage stands on."

As founder of **iManage Africa**, he became one of the continent's most respected talent managers, managing and advising artists including Wizkid, M.I Abaga, Waje, Wande Coal, Bez, Ice Prince and Show Dem Camp, and consulting on more than sixty careers across music, film and entertainment.

Convinced that the gap in Africa's creative economy was knowledge rather than talent, he founded the **Music Business Academy for Africa** in 2020 — in partnership with Music Ally — to train the managers, lawyers, producers and executives the industry lacked. The academy has since evolved into the **Creative Business Academy for Africa**, expanding into film, fashion and gaming, with over 1,800 alumni worldwide.

In 2022 he was appointed the inaugural **Managing Director of Sony Music Publishing Nigeria**, opening the company's first Nigerian office and championing the region's songwriters on the world stage. That chapter closed in 2026, with gratitude, when he returned to running the institutions closest to him: **C.I.I.F.A Limited** and the **Creative Talent Foundation**, which between them carry all his current work.

He is the author of the *Journey of a Learner* e-book series and the letters series *Feathers for Flight*, and is completing his book *The Journey of a Learner — A Manual for the New Creative Entrepreneur*. He lives and works between Lagos and London.

"The true test of power and influence is the distribution of power and influence."

FROM THE CREED OF A LEARNER

What he's responsible for.

25 YEARS	60+ CAREERS SHAPED	1,800+ ACADEMY ALUMNI	2 CITIES
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NOW

CIIFA	C.I.I.F.A Limited Founder & CEO — the Creative Industries Initiative for Africa.
CTF	Creative Talent Foundation Founder — developing the next generation of creative talent.
CBA	Creative Business Academy for Africa Founder — training the people who will run Africa's creative economy.
Letters	Feathers for Flight Letters to artists and the people who build them.
Book	The Journey of a Learner A manual for the new creative entrepreneur — forthcoming.
Advisory	Private consulting sessions Focused sessions for artists, managers, founders and executives.

SELECTED HISTORY

Late 2000s	iManage Africa founded The management practice where two decades of careers were built.
2020	Music Business Academy for Africa Founded in partnership with Music Ally.
2022 — 2026	Sony Music Publishing Nigeria Inaugural Managing Director; opened the company's first Nigerian office.
2026 —	The builder years Returned to C.I.I.F.A Limited and the Creative Talent Foundation; CBA expands across the creative industries.

SPEAKING & INTERVIEW TOPICS

From hustle to structure

Why Africa's creative boom needs contracts, catalogues and curricula more than it needs another viral moment.

The business behind the art

Twenty-five years of artist management, told from behind the stage.

Education as industry infrastructure

Training the managers, lawyers and executives who make talent bankable.

The songwriter economy

Publishing, rights and the quiet money of African music.

Preparing for harvest

Patience, long cycles and career-building in a short-attention industry.

SELECTED PRESS

MUSIC BUSINESS WORLDWIDE

Sony Music Publishing opens Nigeria office, appoints Godwin Tom as MD

ARISE NEWS

"Education is key to unlocking the potential in Africa's music industry"

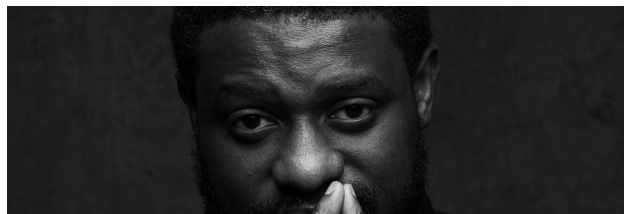
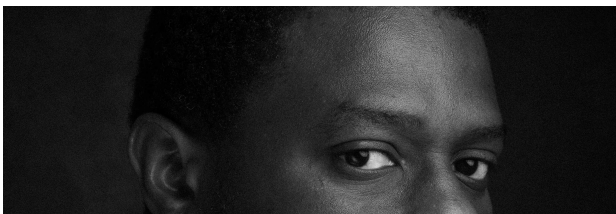
PREMIUM TIMES

Why Nigerian artists' managers need more education

MUSICALLY

iManage Africa and Music Ally's Music Business Academy for Africa

PHOTOGRAPHY



Hi-res photography available on request. All brand imagery is black and white.

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